

ELECTRICAL MERCHANDISING

JUNE 1954

McGRAW-HILL PUBLISHING CO., Inc.

PRICE SEVENTY-FIVE CENTS

UNITED STATES

I FAILED AS A DISCOUNTER

the story of one dealer's
nine months nightmare

ARI

AMER

A HOT GIFT ITEM...

The "personal" portable radio
is as compact as a miniature camera
— a natural for summer selling



...here's how Apex helps you meet them!

TWO GREAT PROFIT-LEADER EVENTS

NO. 1 FEATURING

NEW
APEX **WASH-A-MATIC**

with more wanted features...



- Metered Washing Action gets clothes cleaner with less fabric wear.
- Hot water economy—uses less than any automatic—only 7½ gallons in wash cycle.
- Hydro-balanced spin—no vibration!
- Shortest complete cycle—27½ minutes.
- Fiber-Glass Spiral Agitator—with a full Five-Year Guarantee!

Backed by...

"Brightest Show on Earth"

TOP TRAFFIC-BUILDING PROGRAM

- ★ Easiest, most effective sales event you can put on! Unusual, proved demonstration ideas that really close WASH-A-MATIC sales!
- ★ Every detail worked out for you in complete event guide!
- ★ Everything you need to pull traffic—FREE GIFTS—dazzling display pieces, flyers, handbills, demonstration easels—and more!

NO. 2 FEATURING

**FOUR NEW APEX
SPIRAL DASHER WASHERS**
each one Automatic-Timed!



- World's largest-capacity tub.
- Deluxe Apex-Lovell Safety Wringer.
- Washes full load in 6-8 minutes.
- Free-running gear case.
- Porcelain tub with washboard sides.
- Famous SPIRAL DASHER with exclusive Silk Line.

Backed by...

Apex Profit-Timed Promotion

TO CLOSE MORE SALES AT FULL PROFIT

- ★ Paced by an Introductory Special—a full-skirt model you can sell under \$100! Complete with many Apex quality features.
- ★ Power-house package—every display item imaginable, plus newspaper ads, flyers, recorded jingles for your local campaigns!
- ★ FREE GIFTS for mothers—for kiddies, plus merchandising sales events you can stage—all designed to pour top profit dollars your way!

GET THE DETAILS at the JUNE MARKET—VISIT ROOM 1472—Merchandise Mart

APEX HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING CO. • CLEVELAND 10, OHIO



WASH-A-MATIC
CLOTHES WASHERS



AUTOMATIC
CLOTHES DRYERS



FLOATING-ROLL
IRONER



SPIRAL DASHER
WRINGER WASHERS



DISH-A-MATIC®
DISHWASHER SINK



DISH-A-MATIC®
ROLL-A-WAY



STRATO-CLEANER



ELECTRICAL MERCHANDISING

A McGRAW-HILL PUBLICATION

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NEXT MONTH—How Big is the Trend to Centralized Service?

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ELECTRICAL MERCHANDISING



June, 1954

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The Cover:

A hot gift item—the portable radio

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NEW IDENTIFIC

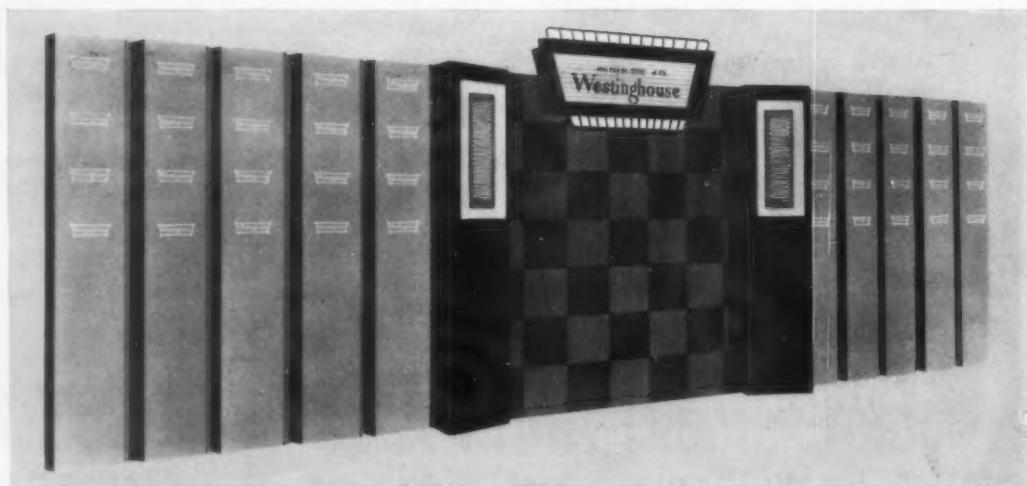


JUST LOOK AT THE MANY WAYS A RETAILER



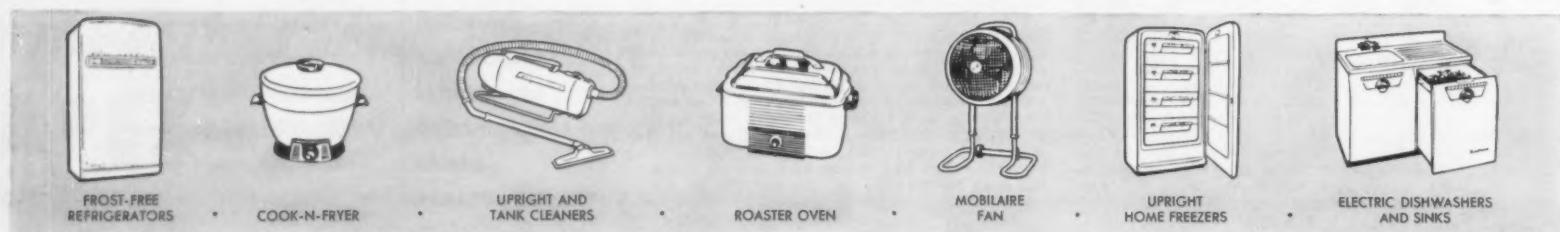
DOMINANT NEW OUTDOOR SIGN

Striking orange-and-blue beauty of this 6-foot, metal-encased plastic sign invites prospects as far as the eye can see. There's another, similar sign for indoor use.



New Identification Carried Right to the Selling Floor—Westinghouse Appliances really sparkle against the rich Blue-n-Coral tones of this magnificent Selling Center Display! . . . It's one of the most striking "stage settings" ever introduced in retailing. A showpiece so cleverly designed, that appliances are always displayed to best advantage.

Be Sure to Visit Us during the SUMMER MARKET IN CHICAGO •



ATION PROGRAM

Helps Retailers Sign Their Name to All Westinghouse Advertising!

When this sign goes up . . . so do sales. For it's a constant reminder to prospects of all the Westinghouse product advertising they're seeing day in and day out!

It throws a spotlight on the retailer's store as *headquarters* for the many Westinghouse appliances that are being aggressively promoted in national magazines . . . in Key City and local newspaper space . . . and demonstrated by Betty Furness on Westinghouse Studio One.

It underlines, too, what prospects learn from outdoor boards, direct mail, homemakers' parties, fairs, exhibits.

This distinctive emblem, in fact, offers Westinghouse retailers scores of ways to tie in their own merchandising with the celebrated selling slogan: "You can be SURE . . . if it's Westinghouse". And that's why thousands of retailers are already pushing this new identification program for all it's worth!

WESTINGHOUSE ELECTRIC CORPORATION • Electric Appliance Division • Mansfield, Ohio

CAN TIE IN WITH WESTINGHOUSE ADVERTISING!

Giant Wall Banner—An impressive 8' x 3' cloth banner "reminder", this sign is ideal for use indoors or out. Perfect for store use, Fair Display booths, Trade Shows . . . any place prospects gather to look and buy.

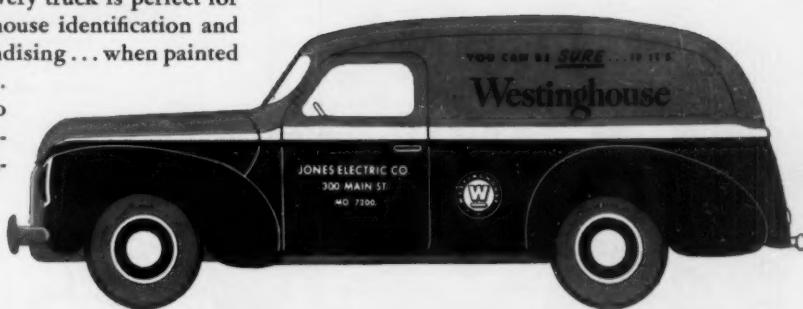


Colorful Decal—Display it on doors, windows, walls, *anywhere* . . . indoors or out! This die-cut decal (12" x 6½") is a handy, sales-multiplying reminder in the same merchandising sign family.



Every Truck a Traveling Billboard

Any retailer's delivery truck is perfect for low-cost Westinghouse identification and appliance merchandising . . . when painted as shown here. Transforms it into a traveling billboard seen by thousands daily.



SPACE 501 AMERICAN FURNITURE MART



with this challenging demonstration you

OUR PROSPECT

to break the **Permaglas**[®]
glass-lining



They can't do it! But let 'em hammer the facts home to *prove to themselves* how really *tough* the glass lining of *every Permaglas* water heater is! This . . . and the story you have to tell of the rust-free, sparkling clean hot water from a *Permaglas* will **MAKE SALES** time after time. It's a story of lasting dependability... proved only by *Permaglas* in over 2,000,000 homes!

AND these sales makers!

new, attention-getting mobile displays



colorful, informative mailing pieces

sets of dealer ads
written for your local market

Backed by the
greatest national advertising
in the industry!



Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE SHORT TREND
SALES, appliances, radio-TV (\$millions)	326	326	326	SAME
DEBT consumers owe on appl.-radio-TV (\$millions)	261	265	236	SMALLER ↗
FAILURES of appl.-radio-TV dealers	48	57	33	FEWER ↗
RETAIL SALES total (\$billions)	13.8	13.9	14.4	DOWN ↗
DEPT. STORE sales index (1947-'49 = 100)	107	105	110	UP ↗
PERSONAL INCOME annual rate (\$billions)	282.8	283.0	283.6	DOWN ↗
LIVING COST index (1947-'49 = 100)	114.8	115.0	113.6	DOWN ↗
SAVINGS of consumers, annual rate (\$billions)	19.1	19.3	18.8	DOWN ↗
HOUSING starts (thousands)	97.0	73.0	105.8	UP ↗
AUTO output (thousands)	533.4	526.0	601.5	UP ↗
UNEMPLOYMENT (thousands)	3,465	3,725	1,582	BETTER ↗

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

Are discount houses soon to be recognized as "legitimate" retail outlets?

That's the question which is being brought out in the open more and more with each passing week. Within the past six weeks three leading business publications (*Tide*, *Printers' Ink* and *Business Week*) have devoted feature length articles to discount selling. The question is being asked in cold type, not just being kicked back and forth behind closed doors or in dealer meetings. The magazine articles cited don't reach any definite conclusions on the question, but the fact that all three have studied the question recently indicates how seriously the price-cutting trend is being taken.

The discounters themselves are doing their bit toward becoming legitimate in the eyes of the general public. The recently-formed National Association of Discount Merchants has promised to be "aggressive" not only in fighting Fair Trade but in building up the status of the discount house. In so doing they'll be going after additional business—and they'll be seeking to sell the public on the idea that the discount house is an established institution with none of the connotations that many people have always associated with price cutters.

The growing popularity of the automatic washer is having a decided effect on the soap business. At the manufacturing level, as the *Wall Street Journal* pointed out in a front page article last month, the major soap companies are now bringing out low-suds detergents for use in automatic washers and they're devoting impressive sums of money to promoting their products for use with automatics. Don't overlook the possible effect of all this on the retail level. Casual observation so far indicates that consumers are buying the big packages of detergents (25 and 50 lb. pails and cartons) from

non-grocery outlets which handle relatively little of the overall soap business—appliance stores, washer repair shops, housewares departments and even discount houses. Marketing men point out that the sudsless detergents are heavier per cubic inch and are thus more conveniently purchased in larger containers.

This is portable radio weather and all advance indications are that it's going to be a good season. You may have noticed the ambitious promotional programs undertaken by half a dozen set makers. The statistics now available back up their optimism. For instance, first quarter output of portables ran almost even with the same period last year while home radio was down 38 percent and clock radio was down 42 percent. CBS-Columbia vice-president Harry Schecter said last month that **upwards of two million portables may be sold in 1954**—one of the best (maybe even the best) sales years the portable trade has ever enjoyed. Why is this particular radio market showing such vitality? There are lots of reasons: the growing American pre-occupation with leisure time activities and outdoor living is certainly a big one. New set designs, miniaturization, better styling, new color—all these contribute to portable radio's good health.

While we're talking about potential business in the radio field, don't overlook the fact that **fewer new cars are being sold with radios as original equipment**. For appliance dealers this means a widened market for auto radio sales.

ELECTRICAL MERCHANDISING was one of the first to point out the potential in power tools for appliance dealers. Evidence is multiplying that this potential is becoming a reality in many spots. A (Continued on page 6)



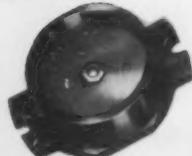
Another Motor Repairman Cheers Burnout Protection of KLIXON Protectors

HANOVER, PA.: Mr. J. C. Bankert, shop foreman of the Swam Electric Company, has worked on thousands of motors through the years. He says:

"We have seldom ever found a burned out motor that was equipped with a Klixon Inherent Overheat Protector. It is a very good safeguard against motor burnouts."



Manual Reset



Automatic Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON
ince 1912
U. S. Pat. Off.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2506 FOREST STREET, ATTLEBORO, MASS.

TRENDS continued

test in the midwest showed one distributor so enthusiastic that he wrote fellow distributors urging them to look into the possibilities.

The interest in power tools is spreading throughout the appliance trade, from the distributive level up to manufacturing. John Oster has purchased Cummins, makers of portable tools. Sunbeam is said to be readying a power tool line. Thus, new channels of tool distribution are being opened up. More important, there's the possibility that as the appliance trade plays a bigger part in the power tool picture the discount structure in the tool business may be improved. The lower discounts have been one of the few drawbacks encountered so far by appliance dealers.

There's likely to be a lot of public washing of soiled linen when the Senate hearings on UHF get underway. The fact is that some UHF operators have gone off the air, and some permit holders have decided not to go ahead with construction of their UHF stations. There can be little argument that the principal drawback lies in programming. And here the problem is a chicken and egg situation — you can't build an audience until you have programs and you can't get national programs until you have an audience. In areas where there is little or no VHF competition, the audience building has been easy for UHF operators and their stations have been successful. Even in areas where there is VHF competition, some resourceful UHF broadcasters have been able to make headway. But there are areas where UHF today is a big headache.

All sorts of remedies are likely to be proposed in Washington
(Continued on page 8)

	Jan.	Feb.	March	3 Mos.
Sales by NEMA Members:	1954	1954	1954	1954
	(Units)	(Units)	(Units)	(Units)
BED COVERINGS	29,361	29,416	11,426	70,203
BLENDERS	17,715	20,984	18,040	56,739
COFFEE MAKERS	241,464	256,161	207,866	*630,662
CORN POPPERS	28,587	27,730	20,477	76,794
DEEP FAT FRYERS	29,714	31,967	19,146	80,827
HEATERS, PORTABLE:				
Convector and Radiant	3,905	1,487	461	5,853
Fan-Forced Types	24,705	11,001	6,106	41,812
	28,610	12,488	6,567	47,665
IRONS:				
Traveler	7,436	11,009	11,894	30,339
Standard, Automatic	76,520	108,382	114,141	299,043
Steam and Steam Attachments	184,107	241,955	273,161	699,223
Non-Automatic	1,531	5,213	3,444	10,188
	269,594	366,559	402,640	1,038,793
GRILLS AND WAFFLE IRONS:				
Single Waffle-Irons & Sand. Grills	2,700	4,395	4,188	11,283
Comb. Grills & Waffle-Irons	34,767	31,321	30,579	96,667
	37,467	35,716	34,767	107,950
HEATING PADS	99,717	103,586	70,727	274,030
HOTPLATES DISC STOVES	37,545	41,796	27,165	*93,573
TOASTERS:				
Automatic	119,972	115,732	97,883	333,587
Non-Automatic	21,889	15,324	12,323	49,536
	141,861	131,056	110,206	383,123

* Includes Jan.-Feb. revisions
Note: 1953 figures not available.

Selling's a lark with the new HOOVER



CBS-TV star shows how it's done—with fun! Showman Garry Moore "cleans up" on his regular Hoover telecast with the new Hoover Lark. Millions of housewives enjoy his demonstrations of rug and above-floor cleaning jobs.

Salesmen, too, can take a tip from this showman. In two minutes or less he tells the complete story . . . points

out the Lark is lightweight and low cost . . . and there's no dust bag to empty! He shows how easily the Lark rolls over rugs and carpets. How it gets the deep down dirt. He demonstrates Hoover's exclusive Veriflex hose and the ease of using all Hoover attachments.

He convinces the ladies, too! Contact your Hoover man today for extraordinary offer.

THE HOOVER COMPANY, North Canton, Ohio

6 Steps to a sure sale



CAN YOU MAKE THIS ELECTRIC RANGE DEMONSTRATION?



1 Get a package of pancake mix, an aluminum griddle, a little water, some butter. Mix batter for two cakes.



2 Turn on the element to the right setting for pancakes. Bake one cake and serve.



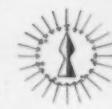
3 Leave element turned on. Wait several minutes.



4 Bake the second pancake. Make no adjustments to the element.



5 Show your customer the absolute uniformity of the two cakes.

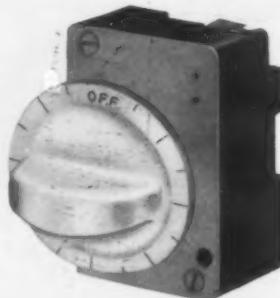


6 This is unequalled cooking uniformity. Ask for the order; you'll get it!

You Can Make This Convincing Demonstration... And Make More Sales If The Line Of Ranges You Carry Is Equipped With Proctor's Infinite Control Switch!

- Unlimited heat selection—not just 5 or 8 settings, but infinite!
- Absolute uniformity of heat!
- Entire element is under heat—not just outside or inside coil!

Tell Your Manufacturer How Important These Selling Features Are To You. He'll Listen!



PROCTOR

• THE APPLIANCE NAME YOU CAN TRUST

Equipment Division, PROCTOR ELECTRIC CO., 3rd Street and Hunting Park Ave., Philadelphia 40, Pa.

TRENDS continued

(shifting channel allocations or taking over some of the FM channels for VHF television are two radical ideas that don't stand much chance of approval). Changes in ownership rules and possible approval of satellite or booster stations to fill gaps in local UHF coverage are being forecast by some. In the meantime, distributors and dealers have a big stake in not selling UHF short. It has brought TV coverage to many areas which never had such service and it has provided good business for the trade. The furor over the hearings may lead many to the impression that UHF's difficulties are more serious than they really are. Pending the outcome of the hearing and approval of possible remedies, dealers should do all they can to support UHF in their areas.

You'll be hearing about a lot of new developments in color television in the next few months.

Philco engineers are known to have under wraps a 19-inch color tube giving a viewing area of 180 to 185 square inches, which would make it approximately the size of the Du Mont tube unveiled last month. Licensees who saw the tube reported it had been greatly simplified, as compared with some tubes already on the market. The tube was scheduled to be shown June 1, but may be delayed because of a labor tie-up.

Rumor is that CBS-Hytron is getting ready to show its previously announced large color tube. And there is also a report that Crosley has ordered 10,000 cabinets for color television.

End

MANUFACTURERS' SALES

		1954 (Units)	1953 (Units)	% Change
DISHWASHERS	March 3 Mos.	13,702 40,506	20,504 41,309	-33.2 - 1.9
DRYERS, CLOTHES	March 3 Mos.	54,796 199,479	49,593 168,989	+10.5 +18.0
FREEZERS	March 3 Mos.	52,114 151,725	111,888 280,788	-53.4 -46.0
IRONERS	March 3 Mos.	6,025 24,025	16,066 63,049	-62.5 -61.9
RADIOS, HOME	March 3 Mos.	244,110 748,209	442,101 1,206,764	-44.8 -38.0
RADIOS, PORTABLE	March 3 Mos.	206,130 350,976	177,656 359,329	+16.0 - 2.3
RADIOS, AUTO	March 3 Mos.	370,249 1,096,652	654,367 1,593,096	-43.2 -31.2
RADIOS, CLOCK	March 3 Mos.	119,963 385,728	275,079 675,595	-56.4 -42.9
RANGES	March 3 Mos.	115,393 326,910	130,788 354,493	-11.8 - 7.8
REFRIGERATORS	March 3 Mos.	330,641 1,008,864	428,048 1,152,700	-22.8 -12.5
TELEVISION	March 3 Mos.	599,606 1,447,110	810,112 2,259,943	-26.0 -36.0
VACUUM CLEANERS	March 3 Mos.	276,464 696,732	329,294 831,187	-16.0 -16.2
WASHING MACHINES	March 3 Mos.	307,862 852,989	345,989 949,902	-11.0 -10.2
WATER HEATERS, STORAGE	March 3 Mos.	57,012 146,006	62,095 159,772	- 8.2 - 8.6

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO & TELEVISION—Industry Production Estimate by Radio-Electronics-Television Mfrs. Assn.; ALL OTHERS—NEMA Member, not Industry.



Mr. FRED A. KAISER
Executive Vice-President
Detroit-Michigan Stove Company
says:

"Here's why we put Wilcolator's OVEN-REDDY on the Detroit Jewel"

"Today's homemaker is a shrewd, keen-sighted 'you gotta show me' buyer. She is adept at sorting fact from fiction—razor sharp in spotting real bargains. Appliance manufacturers can no longer just market 'a product', nor can they fool today's budget-minded homemaker with useless, costly gadgets. But show her an item which makes her task easier and you've got an interested, red hot prospect.

"To a woman who has shopped for a range, the usual sales pitch must sound pretty much like a broken record. But bring in *one* item, just *one* which is different, helpful, useful, and not too costly and you have renewed interest and usually a sale.

"The Oven-Reddy is just such an item. We put it on Detroit Jewel because we think it will mean sales at retail, which means sales for dealers, which means sales for us.

"Sure, we have some exclusive features on Detroit Jewel, such

as TOP-VUE oven window, Signa Dial controls, and they have meant increased dealer sales ever since they were introduced. But we incorporated Oven-Reddy because we felt it fills a real need. Thanks to Wilcolator, Detroit Jewel now signals today's homemaker that her oven is ready for use. Oven-Reddy is interesting, it's exciting—and it sells.

"Today competition is keen. Oven-Reddy is a powerful sales tool. We're glad we have it!"



There is little we can add to Mr. Kaiser's remarks. If you are handling Oven-Reddy, you know this feature excites interest...closes sales. Insist on handling ranges with Oven-Reddy. Make your selling job easier. The Wilcolator Company, 1001 Newark Ave., Elizabeth, N. J. Canadian Plant: Mimico, Toronto, Ont.

With Oven-Reddy...

Just set the dial for the temperature you want

Pop in your cake or roast when the signal lights up

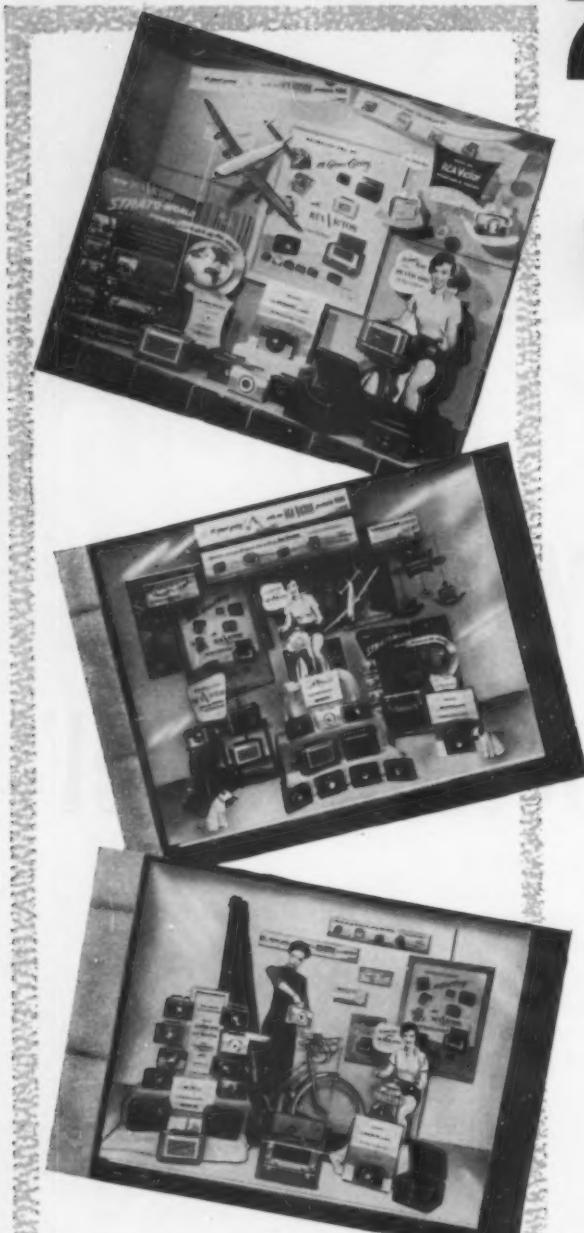
...and take it out—done to perfection!

Wilcolator
OVEN-REDDY

"Takes the
guess out
of gas"

\$9,800 in Cash Prizes

2nd Big RCA Victor
"It's Great Going"
WINDOW DISPLAY CONTEST



It's easy to enter! For the most part, these sample windows were decorated with current RCA Victor promotional material which you can obtain from your RCA Victor distributor. Travel posters, such as those shown in the middle window, can be obtained by calling or writing your nearest TWA office. So start planning your winning window display today!

You're bound to be a winner in this great sales-building, money-making contest! An exciting, attention-getting window display of RCA Victor portables is *sure* to bring extra customers into your store. *And* it can win you a cash prize of \$500, too!

Prizes will be awarded for the three best window displays in each of the eight RCA Victor sales regions. That means 24 dealer prizes in all! First prize in *each* region is

\$500, second prize \$350, and third prize \$150. Other cash prizes will be awarded to the distributor salesmen servicing the winning stores in each region.

The contest starts May 11 and ends June 30. So start now developing your display ideas to tie in with RCA Victor's huge portable promotion for '54. Remember, three dealers in *your* region will be cash winners—and one of them can be *you*!

Here's how your "Portable Radio" Window can win you a Big CASH PRIZE!

1. All RCA Victor dealers are eligible to enter.
2. Install a display in your store window featuring the RCA Victor selling theme: "It's Great Going" with an RCA Victor—"the Pick of the Portables."
3. Include only RCA Victor Portable Radios in the display. A "Strato-World," Model 3BX671, must be included.
4. The display must remain in your window a minimum of two weeks. You are *not* required to use display material offered by RCA Victor.
5. Have a photograph of your window display taken and submit a print to your RCA Victor distributor. Mark your name, address and "showing" dates of the window display on the back of the picture. This photograph must be a "clear" print, preferably an 8" x 10" size, black and white glossy. Photograph may be taken by your RCA Victor distributor's photographer, or by a photographer of your own choosing.
6. The photograph is your contest entry. Send it to your RCA Victor distributor. If mailed, it must be postmarked no later than midnight, July 6, 1954. If not mailed, the photograph must be delivered to your distributor by midnight, July 8, 1954.
7. Only one prize will be awarded to any one dealer entering this contest.
8. Prizes listed in this brochure will be awarded to contestants in each region on the basis of originality, ingenuity, and apparent visual effectiveness of the window displays. Decisions of the judges are final. A panel of competent judges will be appointed. No entries will be returned. All entries become the property of Radio Corporation of America to be used as it may see fit. Contest winners will be announced and prizes awarded August 4, 1954.



"It's Great Going" with **RCA VICTOR "The Pick of the Portables"**

Tmks.® Radio Corporation of America

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors—June, 1954

The East



By ROBERT W. ARMSTRONG

Sales volume picks up over March, but doesn't match April, '53 . . . Air conditioners begin to go, but washers lead the white goods parade

YOUR April sales volume, if it followed the pattern reported by many eastern dealers, was better than March but worse than last April. The month seemed to be a period of between-season waiting. TV was slumping, refrigerators hadn't yet begun to sell, air conditioners were marking time until hot weather could give them a boost, freezers and dryers were moving slowly, and only washing machines could be described as "holding up well."

It was more of the same sales softness reported for March with just enough additional seasonal variations to keep March from being a 60-day month. Portable radios, for example, were beginning to sell in outlets in Boston and Philadelphia and dealers in the New York area were making the seasonally appropriate offer of free seed packets to people who watched range demonstrations.

Summer's Promise. Although some merchants look for an early upturn in refrigerator sales and others expect some stimulus to TV with new models in July, greatest optimism is directed at air conditioners. And there's some reason for it. Down in Washington, D. C., which might be considered some kind of a bellwether for the eastern room cooler business, people have started buying units earlier than last year. One big outfit which ran a full-page ad on three-quarter-ton units at \$198.42 had to open its doors 90 minutes earlier than usual, sold them in bunches like bananas. Oddly, at

least 50 percent of sales were cash and will-call.

Even dealers in the Boston area, despite the fact that they had sold few air conditioners at this writing, were looking forward to good volume. Said one, "You can't expect to sell air conditioners until the bedroom gets hot, but we expect to do a brisk business when it does. There's been a good deal of interest and this, plus constant advertising by manufacturers, should open the market. Lower prices should help."

New York dealers, like those in Washington, were already getting some sales. One Queens dealer, who sold ten room cooler units in three April days, said, "And that's about the only real activity I've had all week!"

In Philadelphia one merchant reported air conditioner sales already ahead of last year, but another, while admitting movement, expressed disgust at "all the deals on the street." Other dealers, he declared, "are acting like this is November and the season is all over. Some are making as little as \$10 profit . . . There's more business and better profit to be made in high priced window fans—people are not expecting discounts on them yet."

TV's Motionless High Gear. Despite the trade's flurry of interest in the brief advertising battle between two New York distributors, one of whom called the other's advertising claims with a \$25,000 bet, and despite a continuing high volume of more conventional advertising, TV in April ran fast to nowhere. Four Washington firms reported decided drops in sales—the baseball season and the McCarthy hearings notwithstanding.

Two firms in the Buffalo area called TV sales "very quiet" and a Boston merchant said they were off 25 percent from last year. However, another Beantown dealer has managed to keep his sales up to 1953 levels by the simple expedient of offering customers the original price for their old model less \$1.25 for every week it's been in use. Two Philadelphia retailers found TV sales better than in March, but not so good as in April of last year.

One Size Sells. From several sections dealers report that the only TV that sells is the 21-incher, either as table models or consoles without doors. In the Boston area the most wanted set, according to one distributor there, is a 21-inch console, followed by table models. A retailer in the same region finds table models best, says, "The 21-inch screen is universally accepted in Boston. Nobody wants a smaller one and few

can be found who want a larger one."

And a Philadelphia dealer says, "Twenty-four inch sets are dead as doornails. Mostly 21-inch sets are moving—lower price consoles and table models. You can't move anything with doors because of the higher price."

Reliance on Washers. The impression many dealers give is that if it were not for the income from washer sales they would be doing practically no business. One Buffalo, N. Y., merchant, who admits that April sales were not up to plans, pretty well sums up the general sentiment with, "Washers are selling best."

In Boston, a dealer says that while washer sales are up to last year, "Profits are down. You can't sell a thing without a special promotion and everybody is doing the same thing with these."

One special promotion not being tried by everybody is working well for washers in New York, where one distributor is taking advantage of the top ranking given his line by a consumer rating organization. Several of his

dealers declare that most of their washer activity for several weeks has centered around that particular brand—thanks to the distributor's sales promotional work.

Ways to Get Business. Other dealers were trying other methods to stir up some sales. One Queens, N. Y., dealer was promoting power tools and enjoying the fact that he could, for a change, ignore price appeals and concentrate on user benefits. Others were working on older, but still good ideas like the coin meter, the offer of a free used TV set with the purchase of a new one, or free lifetime service.

By early May inventories were becoming less of a problem (one big dealer had cut his from \$270,000 to \$200,000), tight credit was still bothersome (a Boston merchant says 25 percent of his contracts are being turned back), and getting sales at a profit was still the eastern dealer's biggest headache ("We have to sell more units to get the same dollar volume because we have to sell for less to get business)—and there didn't seem to be any guaranteed aspirin in sight.

The Midwest



By TOM F. BLACKBURN

Room cooler gain in Dallas . . . Colored ghosts on color TV . . . No money in discounts without volume . . . Department store squeeze . . . Renters as excellent prospects.

DALLAS, Texas, is a good, hot town in which to start studying the 1954 room cooler season. As reported by the Dallas Power & Light Co., January started off with 1,422 room cooler sales for the month.

The March figure jumped to 1,908, and the hot season had not really begun. Incidentally, only 26 were sold with reverse cycle and 135 with combination cooling and heating, indicating some sort of a trend there.

Automatic washer sales declined in Dallas from 1,084 in January to 1,018 in March. Electric dryers dropped from 1,084 in January to 84 in March. Refrigerators took a drop from 1,567 to 1,367. Food waste disposers rose from 63 to 267, television from 2,140 to 2,959. Dishwashers more than held their own, even conventional washers climbed.

Are Lodge Brothers Loyal? A professional "joiner" opened up and talked this week in St. Louis. A joiner is a man who takes membership in all lodges and organizations with the idea that it is good for his business. This gentleman denies it. What it does is waste one's time, without increasing business except with those who want something wholesale. When people are shopping for an appliance, he says, they forget the "brother" stuff and look for the best buy. If you get a thrill in beating a drum in an American Legion parade, count that as compensation, he says, and forget the business.

Colored Ghosts in TV. Television dealers will be happy to know that (Continued on page 12)

pick a plastilux®

bring more people in and increase
appliance sales . . . the economical way!

Practically all major electrical manufacturers provide Plastilux® illuminated signs for their dealers . . . and pay part of the cost. Dealers by the thousands have told us: "When our Plastilux® sign went up, our sales went way up, too!"

Brighten your storefront and dominate your neighborhood with a sales beacon that's visible night and day. Patented features assure long life and make Plastilux® easier to clean, less trouble to maintain.

Ask your distributor for a Plastilux® sign . . . or send us the list of brands you sell to find out which ones have Plastilux® signs for you.

NEON PRODUCTS, INC.
403 NEON AVE, LIMA, OHIO
IN Canada: TEK PLASTICS, Ltd., Toronto



THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 11

color television sets have ghosts, too, this time ghosts in color. Chasing them down is harder than eliminating the black and white spooks. The TV business also has come up with a new word—a "snivet." It always appears on the right hand side of the screen, and is likely to be seen when no TV signal is present.

Bite a Lion and—? News of the month is that with so much discount selling going on in the Middle West, one can frequently obtain an advertised brand for less than a similar product can be bought at Sears, Roebuck & Co. Historically, Sears has averaged about 20 percent less in prices, and this sort of thing is "les majeste" to the big mail order chain. News that Sears is going to meet this competition persists, and oddly enough, older dealers cheer the idea, saying that it could quickly end the discount business.

For with everybody (almost) doing it, the lure of a cut price is playing out as a drawing card, and retailers are learning that the business is no good unless they have a big volume. A Chicago operator doing \$250,000 a year told this reporter that he is making a bare living. Furthermore, his volume is likely to drop off more and more. One thing is certain: Many stores are boldly putting out signs saying, "We meet any discount house prices."

In Dallas, Texas, Titche-Goettinger Co., which advertises it will not be undersold, has put in a self-help department for electric housewares, requesting customers to take merchandise to desk at escalator. Titche is beating the price of the discount house, it is said.

Comes now a request from the electric housewares buyer of a big department store for comparable performance statistics on small appliances. Our girls, he says, can only say this iron is blank dollars and the next one so much; they have no knowledge at all of what one will do to justify its higher price.

The fact is, no such statistics are known to exist, never having been gathered because of disagreement of various manufacturers. One national magazine is now thinking of checking each maker's claims to see if he is telling the truth.

Department Store Squeeze. With the squeeze on to reduce prices, electric housewares manufacturers are looking askance at the way they are having to pay for the floor clerks in the housewares departments of department stores. The so-called demonstrator racket requires that prices must be kept artificially high, and the department store calls for so much assistance that many are beginning to think that the game is not worth the candle.

Renters as Prospects. A Chicago dealer has found out that it pays to get a mailing list of people who rent

homes and apartments. Their problems are different from home owners in that they cannot afford to purchase appliances which are nailed down. The renter must buy a wringer type washer which can be moved from home to home. The problem of space the appliance takes is always acute. Landlords frequently will not permit items that take any excess of hot water. Room coolers must not tear up the windows in being installed.

Special mailing appeals to renters have been known to pay off in washers, fans, ironers and the like. They are never sure of how long they are going to live in one place, and the problems of space, water, and adequate wiring are items over which they have no control.

How's Tricks in Duluth? A report on how things are going up in Duluth winds up this news letter. C. M. Milt Baldwin of the utility has the first quarter of 1954 ready for revelation. Six items gained, seven items took a drop as compared to 1953. Water heaters, refrigerators, freezers, bed coverings, ironers, vacuum cleaners, food waste disposers, farm equipment and stokers and oil burners turned down hill. Gains were reported on ranges, certified lighting, automatic washers, conventional washers, dryers and dishwashers. Conventional washers made the biggest jump and refrigerators took the greatest drop.

The South



By AMASA B. WINDHAM

Survey shows spotty selling . . . Carolina dealers describe ups and downs . . . Air-conditioning leads parade of best sellers

WHAT business is like in the deep South nowadays is a reflection of conditions in small towns and rural areas.

In the Macon section—that's mid-Georgia—the appliance business is doing all right. Sitting in on an electric (Continued on page 14)

EVERY MODERN KITCHEN NEEDS..

NuTone

Kitchen Ventilation

Odor-Free Air

MAKE EXTRA PROFITS from the huge growing demand for kitchen ventilation. Step up your sales of kitchen cabinets with NuTone Twin Blowers . . . the low cost kitchen feature every woman really wants!

NUTONE KITCHEN VENTILATING FANS keep the air sweet and odor-free . . . get rid of cooking odors and heat before they can spread all through the house.

30 - SECOND DEMONSTRATION shows how NuTone Twin Blowers, built into your cabinets, ventilate the "cooking zone".



Grease-Free Air

NO GRIMY FILM DEPOSITS on walls and furnishings. NuTone Ventilation gets rid of greasy film released during daily kitchen cooking. No dirty, discolored cabinets — no peeling paint due to excess cooking moisture.

NUTONE TWIN BLOWERS change cooking air over the stove 33 times per minute . . . keep kitchens clean and comfortable the year round.



Write for
NEW 16-PAGE BOOK
about Kitchen Ventilation.

NUTONE

Ventilating Fans · Door Chimes · Ceiling Heaters

NUTONE INC. 100-1000

Do You
Want to Keep All
of Your Profits?

27-YEAR RECORDS
SHOW DEALER SERVICE EXPENSE
IS PRACTICALLY ZERO

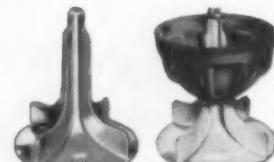
Barton[®] WASHERS

Give you freedom from ruinous
"Cut Price" competition. Important
exclusive Barton features aren't
available on other washers at any
price.



WATER-DEFLECTOR TUB
Produces 1800 extra cleansing water
currents per minute. Washes clothes
in less time—saves soap and elec-
tricity.

**3-SPEED WASHING
AND WRINGING**
Provides selection of speed to suit
kind of material being washed—
from sheerest curtains to heavy work
clothes.



DOUBLE-DUTY AGITATOR
Has removable bowl for washing
small pieces—baby clothes, hand-
kerchiefs, and lingerie separately.
Bulky clothes are washed at the
same time in the large tub.

BIGGER INITIAL PROFIT

Barton not only offers exclusive features and less service expense, but also more profit to begin with. Barton discounts are especially liberal and you can choose from seven value-priced models—under your own label if you wish.

Make sure of your washer sales and profits—with Barton. Write today for portfolio containing illustrations, specifications and prices.



Write for
Portfolio
B-54M.

THE BARTON CORPORATION

West Bend, Wisconsin

VISIT
Our Space at 549A
American Furniture
Mart

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

housewares meeting for G-E dealers, we had a chance to talk to several retailers. Five of them said their business was ahead of last year; two of them said they were behind their 1953 pace but getting better, and one of them said, "I'm not selling as much stuff as I did last year, but I'm making more profit."

Moving on over to Columbia, S. C., we talked to two distributors and four dealers. One of the distribs mentioned only air-conditioning. He said he was certain he could sell more air-conditioning units this year than he ever had before, and after a slow first quarter, his dealers were on the beam and cooking again; the other wholesaler expressed words of optimism but failed to produce any figures. Of the dealers, three were "about the same" as last year in sales and the other was "off about 15 percent."

New Salesmen Added. At Sumter, S. C., the biggest dealer in town said he had "recently put on two new salesmen and I look for the best year I've ever had. No hint of a depression, recession or whatever you want to call it, down here."

At Wilmington, N. C., the two largest dealers in the city operate right across the street from each other. One of them said, "Business is up 20 percent over last year. We're selling more television that we ever thought possible." The other dealer was more conservative, estimated only a five percent increase in business over 1953 but saw no reason to believe that his sales graph shouldn't keep a steady pace throughout the rest of the year.

At Dunn, N. C., one big operator (he is one of a chain of four stores in various Carolina towns) said, "Yes, we're doing all right. We sold more refrigerators and washing machines than we did in the first quarter of last

year and the sale of other items is rising. We look for a good year." Another dealer in Dunn, who has gained some fame nationally as a retailer who claims approximately a high eight percent net profit in appliances, said, "Our sales volume isn't as high as last year, but our profits are better." That was the second time we had heard these words on the trip. It may be a trend.

Business Pickup Expected. In Gastonia, N. C., one of the top dealers in town said, "Business is not as good as it ought to be. I'd say we were considerably off from last year but we look for a pickup in May, June and July." So you go on to Spartanburg, S. C., and you talk to a furniture man who also handles appliances. His business is up some 10 percent over 1953 and he expects a good year. At Greenville, S. C., 30 miles away, one big dealer tells you his customers are mostly textile mill workers. If the textile mills flourish, he will and if they don't, he won't. He's a bit behind last year in sales right now but he thinks it will be better.

City Report. Florida is still the land of magic and miracle merchandising. They're selling appliances down in Miami. Refrigerators, ranges, water heaters and air-conditioning are all way up. The only thing lagging seems to be home freezers.

A Memphis report is not so sanguine.

"How much are your appliance sales off from last year?"

"About 10 percent but it's getting better."

Tall Talk From Texas. From Houston an old-timer describes sales with a Texas Chamber-of-Commerce an-

(Continued on page 16)



"WHY DIDN'T MOTHER HUBBARD BUY A FREEZER LIKE EVERYBODY ELSE?"



**for the independent dealer who won't be
handcuffed!**

There always has been—and always will be—the *independent* appliance dealer who refuses to be restricted to one brand of appliances. He knows that freedom of action is vital to the success of his business.

He is the dealer who won't be compelled to take tag-along cats and dogs to sell the appliances he wants. He has a free hand to select a variety of brands and sell the leading lines in each product group. He enjoys the flexibility he needs to offer the best of whatever brand his customers prefer—and to sell competitively in today's buyer's market.

See Deepfreeze Appliances during the
Chicago Market, June 21-July 1,
Merchandise Mart, Room 1469.

SELL THE TRADE NAME

Deepfreeze
TRADE-MARK REG. U. S. PAT. OFF.

—THE SMARTEST DEALERS DO!

© 1953 Deepfreeze Home Appliances, North Chicago, Illinois. Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.

ELECTRICAL MERCHANDISING—JUNE, 1954

The independent dealer sells the products of specialists. His position is better than that of the "full-line" dealer, because he can exercise his right to handle any appliance strictly on its merit. He will survive and grow in the years ahead.

Decide now to become an *independent* appliance dealer. Then see what Deepfreeze, the specialist in the field of low temperature equipment, has to offer you. Mail the coupon today for all the facts about Deepfreeze—pioneer manufacturer of the world's finest home freezers and refrigerators.

MAIL COUPON TODAY!

Deepfreeze Home Appliances
North Chicago, Illinois

EM-654

Yes, I am interested in Deepfreeze, the *specialist* in the home freezer and refrigeration field. Send me the whole story at once.

Name _____

Address _____

City _____ Zone _____ State _____

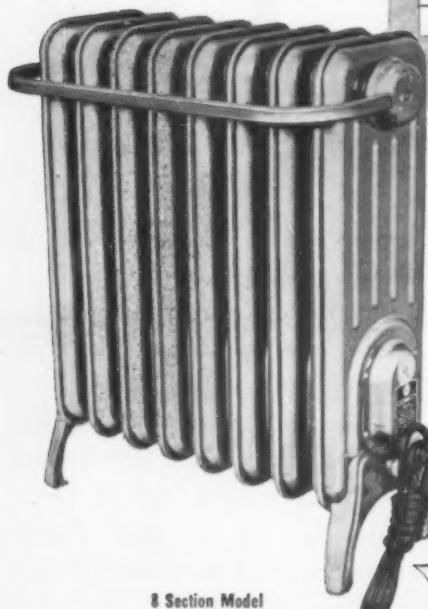
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Before You Stock

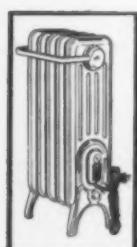
Compare Top Brands

of Portable Electric Radiators

CONCO
ranks first
on
every count



8 Section Model



5 Section Model

10 Section Model

Visit Us
Booth 625-627,
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Housewares
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Write us or see your jobber for complete information.

CONCO RADIATOR FEATURES	5 Section Radiator	8 Section Radiator	10 Section Radiator
Retail Price	\$29.95	\$34.95	\$39.95
Capacity — Watts	850	1320	1600
BTU-Hr.	2900	4500	5450
Equivalent Sq. Ft. of Steam Radiation	12.10	18.75	22.7
Weight	25 Lb.	29 Lb.	32 Lb.
Heating Up Time	5 Min.	5 Min.	5 Min.
Water Required	None	None	None
Carrying Handle	Yes	Yes	Yes
Drying Rack	Yes	Yes	Yes
Safety Devices	None Needed	None Needed	None Needed
Size: Height x Width x Length	23 x 7 x 12½	23 x 7 x 19	23 x 7 x 23½
Colors: Hammerloid Finish	Gray or Green	Gray or Green	Gray or Green
U.L. Approved	Yes	Yes	Yes
Current	AC or DC	AC or DC	AC or DC

DEALERS: Use this Conco "Fact-Chart" to compare leading radiator lines—model for model, feature for feature.

3 models - 2 colors

**to retail
as low as** **\$29⁹⁵**
**for
5-Section
Model**

We took the STEAM out of radiator design and look what we got: lighter weight, smaller size, greater capacity, faster warm up, better safety, and LOWER PRICES. Use this "check chart" to compare Conco with any other line — point for point, model for model. Then see your jobber and get the Conco line on your floor early. It's packed with sales punch — three sizes, two colors, three prices, a winner on every count!

CONCO ENGINEERING WORKS
Division of H. D. Conkey & Company - Mendota, Ill.

AFFILIATES

Conco Building Products, Inc. — Brick, Tile, Stone
Conco Materials Handling Division — Cranes, Hoists

APPLIANCE-RADIO-TV. PICTURE

CONTINUED FROM PAGE 14

swer: "Hell, we're doing more business than we ever did before. Folks are buying down here. We're going to sell four million dollars worth of stuff this year as compared with two million last year."

In New Orleans a utility official says, "Dealers are in pretty good shape as far as sales are concerned. We aren't breaking any records but we're doing all right."

Only Birmingham remains. One dealer reports, "We're doing good business. You've been writing about how tough the competition is here. It is — but the major competition which Birmingham dealers get comes from their own distributors. Almost all of them have what they call 'Building Departments'—supposedly to sell contractors and builders of 20 or more units. Trouble is, they're selling to anybody—not out the back door but right out the front."

Upturn Down South. Business, in the South generally, is on the up-grade again after a slight slump. The cut in excise taxes has helped a lot. Right now, the big selling is in air-conditioning units. Dealers in some areas are doubling last year's sales. Television is spotty—breaking records in one section and wallowing in the dumps in another. Electric range sales are up, washing machines are steady and home freezers are still off. Baseball, Easter, Mother's Day and the approach of graduation has helped radio and electric housewares sales.

The Great Lakes



By FRANK A. MUTH

First quarter sales upset predictions and second quarter looks good . . . Promotions lack magnetism, but they work for short periods

HOW did the experts' predictions of first quarter sales prove out?

Reports from dealers and distributors in the Great Lakes area show that the pessimistic experts didn't quite judge the outlook correctly. For example, in some areas there has been great unemployment and even the (Continued on page 24)

AMAZING!

WE GUARANTEE
you've never seen
an appliance
like this
BEFORE

Read the whole story — turn over . . .

Fillery PRESENTS THE REVOLUTIONARY AND AMAZING

with a
flick-of-a-switch

it's a VACUUM CLEANER
the most powerful known!

it's a FLOOR POLISHER
complete and efficient!



You've never seen an appliance like this before!

And you'll find it hard to believe until you actually see this Fillery in action. For here in one compact machine, you get *the most-powerful-known Vacuum Cleaner* and a *top-efficiency 2 brush Floor Polisher*. But that's not all: this appliance scrubs floors, and teams up with attachments for all above-floor cleaning too! This Fillery sells itself. The novelty attracts, the exclusive features interest, the obvious advantages sell. Yet the Fillery sells for the same price as a good quality vacuum cleaner alone.

An instant profit-maker, it is superior in many ways:

AS A CLEANER—The motor is more powerful than in any other cleaner or polisher you've known. Super suction LIFTS carpet while the vibrator gently brushes and beats it on a cushion of air. Plus-power even sucks the dust from under the carpet—There's a new and higher standard of "clean floors". A standard set by Fillery!

AS A POLISHER—Just flick a switch—and watch with amazement: up goes the cleaner portion, down come the 2 polishing brushes. And instantly you have a top-notch floor polisher. But not an ordinary polisher. For the powerful suction is still there to "sweep" ahead of the polishing action. No need to use a broom.

AS A SCRUBBER—Quick as lightning, you can fit the scrubbing brushes, apply liquid soap to the sponge pad, and start the Fillery on its automatic soaping and scrubbing job! For mopping up, simply attach the separate handle to the sponge. (The scrubbing kit is an extra.)

FOR ABOVE-FLOOR CLEANING—Cleaning attachments can be used with this Fillery—the special patented Fillery adaptor-plate makes it possible. Special Fillery attachments are available, if required.

WILL SELL ON SIGHT—Imagine the excitement as you vacuum a carpet, arrive at the edge—and with a flick of a switch you polish the floor! In 30 seconds more, either demonstrate the cleaning attachments—or do a quick and amazing automatic scrubbing job!

THERE'S NOTHING ELSE IN THE WORLD LIKE THIS FILLERY COMBINATION—News of it is spreading like wildfire. And because it is so unique—absolutely without competition—you'll sell 3 of these marvels for every 1 ordinary machine. Profit margins are generous too, so be ready to get in on the ground floor and clean up with this Fillery!

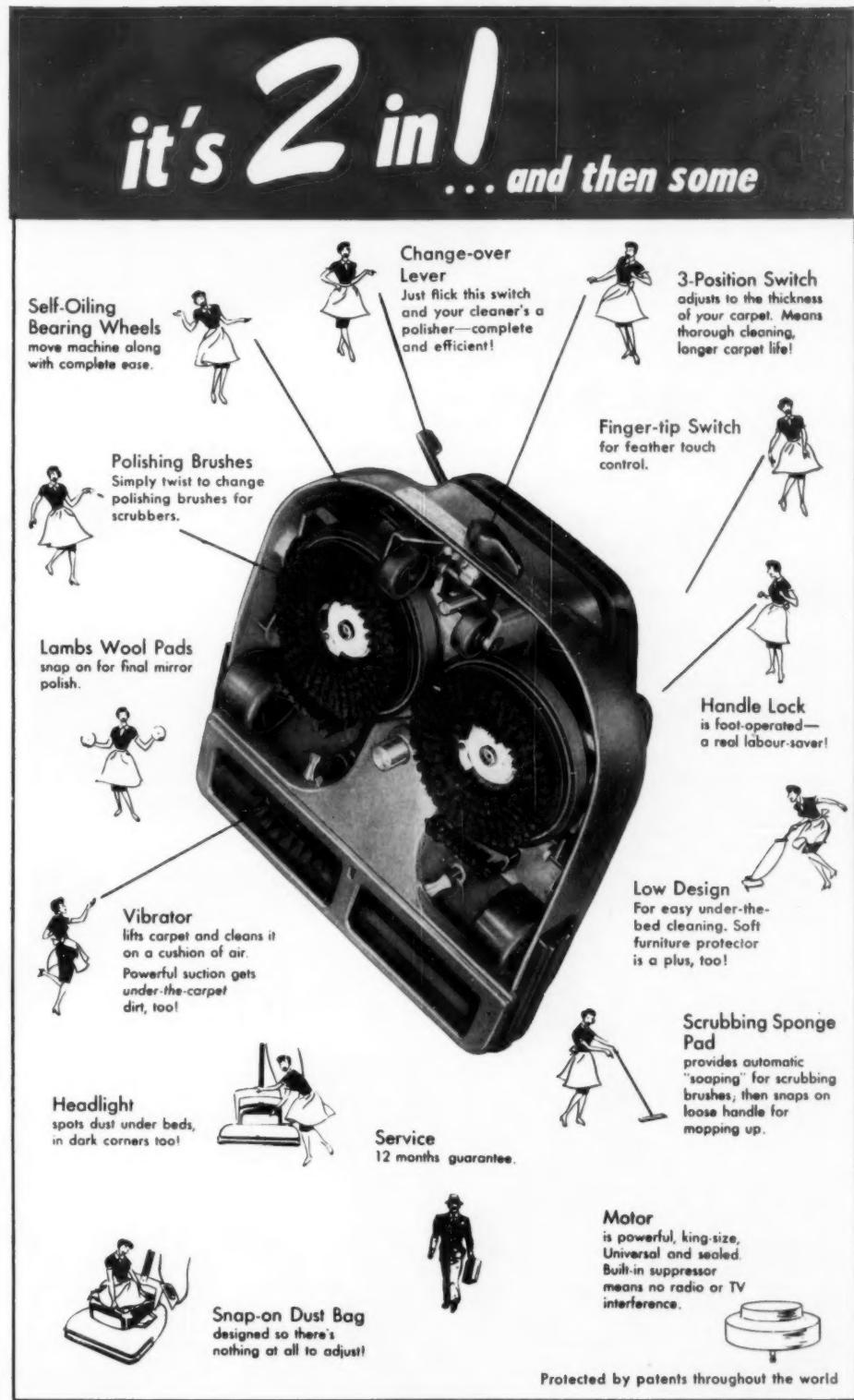
Get full particulars. — Distributors and dealers wanted from coast to coast.

NEW *Fillery* HOME-CLEANING APPLIANCE

Get MORE Sales...

**Get
MORE
Profits...**

**Get
FILLERY
"TODAY!"**



20 years of world-wide leadership in the manufacture of home cleaning appliances.

Fillery ... a revolution in house cleaning.

Complete home cleaning with the flick-of-a-switch.



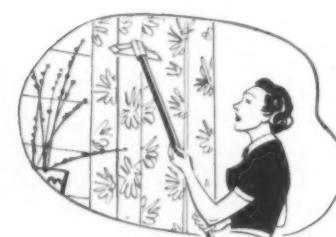
Cleans and refreshes carpets removing all deep under dirt.



Glossier finished polished floors . . . sucks dust and dirt as well.



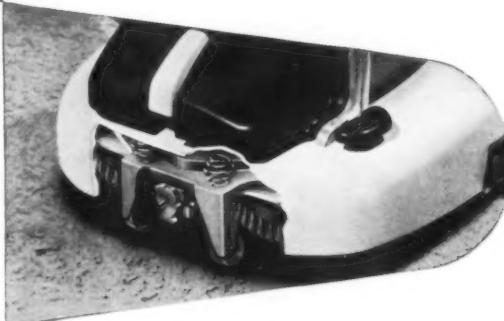
Scrubbing without backache . . . automatically soaps and has attachment for mopping up.



Modern colour-matched Floor-to-Ceiling accessories for all above floor cleaning.



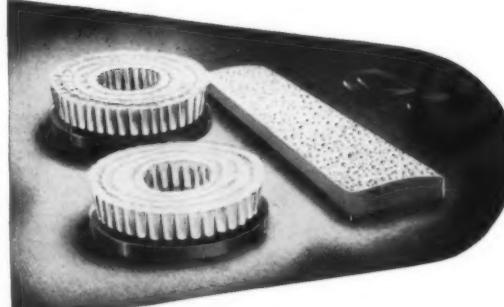
Rubber-mounted vibrator and powerful suction beats out deep grit and under-carpet dust and sweeps surface litter which other cleaners will not remove. Patented quick adjustment compensates bristle wear, and facilitates servicing.



Shock-absorbing, spring-loaded, self-adjusting rear wheels keep the Fillery level on uneven surfaces and facilitate cleaning different pile thicknesses. Additional "snap turn" three-position adjustment for extra thick and thin carpets.



Scrubbing mop pad automatically applies liquid soap or detergent—seals off suction during scrubbing. Loose handle converts mop for mopping up water afterwards.



Flick over this switch and the Fillery instantly changes from a vacuum cleaner to a suction polisher without attaching or detaching anything.

The lever makes the brushes retract when the Fillery is used as a cleaner, and descend and revolve when it is used as a polisher.

brushes, mop, bag seal, mop handle attachment. Adaptor Kit: comprises adaptor plate and hose adaptor for Fillery attachments. Attachment Kit: consists of adaptor kit, hose, two extension tubes, soft plastic-covered long brush and dusting brush, upholstery nozzle, crevice nozzle.

Packing Specification

Packed in master cartons containing three units, each individual unit suitably packed for single unit distribution. Gross Weight 107 lbs. Net Weight 66 lbs. Measurements 34 $\frac{3}{4}$ " x 21" x 14 $\frac{1}{2}$ ".

Fillery

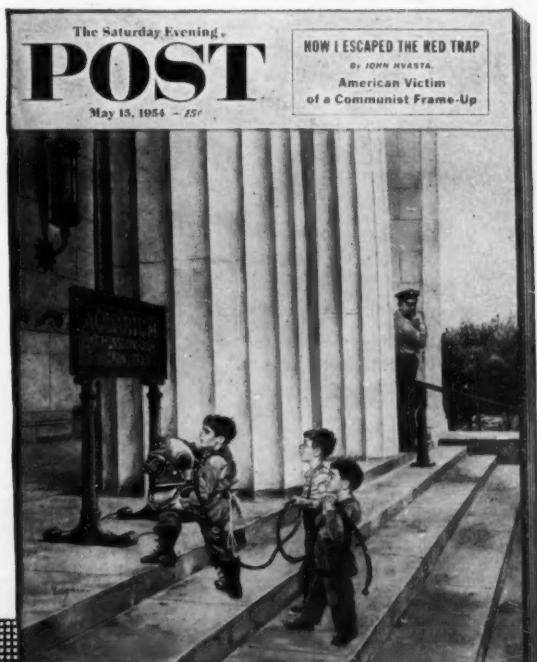
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38 PEARL STREET, NEW YORK 4, N.Y.

Phone: WHITEHALL 3-7060

formula. "I have always believed," says Mort Farr, Brand-Name Appliance Retailer of the Year, "that tying yourself to brand names is the formula for selling success. Because of the public's confidence in the top brands advertised in The Saturday Evening Post, the dealer can concentrate on telling people where to buy, rather than creating acceptance for products." The Post gets to the heart of America.

A CURTIS MAGAZINE



BEST YET! JET-PROPELLED
FOR '54!...

Arvin

Make your own assortment! Freight prepaid!



**GET THIS ARVIN
ALL-PURPOSE
FOLDING CHAIR**

Featherweight! Flash-fold!
Perfect for beach,
terrace, bridge, TV!

250,000 more electric heaters were sold in 1953 than in 1952, with a \$7 1/2-million jump in retail dollar volume! Order your fall stock of Arvin Heaters between June 1 and September 1, freight prepaid anywhere in continental U.S.A.—and get this Arvin Folding Chair FREE! Smartly styled with extra width, slanted rear legs and "pitched" back for maximum comfort. Green canvas seat and back. White tubular steel frame. Dozens of uses!



One chair free

with any assortment of 12 heaters
and/or Lectric Cooks!

Two chairs free

with any assortment of 24 heaters
and/or Lectric Cooks!

Show 'em and sell 'em!

Here's the display plan of the year! Get any \$28.50 (retail price) heater or Arvin Lectric Cook FREE with the hard-selling Arvin Merchantman Display at \$25.00 when included with your order for Arvin merchandise totaling \$175.00. All metal, 42" high, light weight; holds complete Arvin line. Commands attention!



Displays, newspaper mats, plenty of selling help!

EARLY BIRD HEATER OFFER

Lowest-priced Arvin Automatic Heater!

Arvin quality • Arvin reputation • Arvin performance

only **\$18.95**

Arvin Automatic, Jr.
Models 5300 and 5310



Sell all the genuine luxury-comfort of fully automatic heat at a real budget price! Beautifully finished in maroon enamel with brown trim, sleekly styled. 1650 watts capacity, thermostat - controlled—never too hot or too cold. Heat

clicks on automatically as room temperature drops. Fan-forced for efficient circulation; Safeguard Safety Switch cuts current if heater is upset. 13 1/8" high; 12 3/4" wide; 6 1/2" deep. (Model 5310, green finish, 1320 watts).

... plus these famous
big-demand Arvin Heaters



Arvin Automatic DeLuxe
Model 5630—Provides either 1320 or 1650 watts, by selection. Red glow signal light; Safeguard Switch; convenient handle. Gray enamel with maroon plastic trim. **\$33.50**



Arvin Automatic
Model 5530—1650 watts; provides both fan-forced and radiant heat. Long-life range-type heating element. Safeguard Switch. Green enamel, ivory plastic trim. **\$28.95**



Cool-R-Hot Fan Heaters
Model 5440—New "child-proof" guards front and rear; 1650 watts; used as heater, fan or air circulator. Safeguard Switch. **\$23.95** Model 5400—1320 watts, **\$20.95**



Arvin Modern Twins
Model 5230—Loewy designed, combines fan-forced and radiant heat; gray enamel, chrome trim. 1320 watts. **\$18.95**
Model 5200, Bronze enamel, 1320 watts. **\$16.25**



Arvin DeLuxe
Model 223—Fan-forced; handy toe switch; convenient carrying handle. Safeguard Safety Switch cuts current if heater upsets. 1320 watts. Ivory enamel. **\$14.50**



Arvin Special
Model 224—Fan-forced; streamlined styling; handy carrying grip in back. Willow-green enamel. 1320 watts. Super value. **\$12.50**



Arvin Standard
Model 91A—Compact fan-forced heater only 7 1/2" x 7 1/2" x 5". Rubber feet. Tan enamel finish. 1320 watts. Amazingly efficient. **\$10.50**



...plus the famous original Lectric Cook

Arvin pioneered it, and the Arvin Lectric Cook is still the leading waffler-grill combination. First in beauty, first in all-around utility, first in sales appeal!

A superb. **\$28.50**
gift value at **28.**

Electric Housewares Division **Arvin INDUSTRIES, INC., COLUMBUS, INDIANA**

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 16

Federal government declared that Detroit was a critical area. But despite this, dealers in or around Detroit feel that unemployment isn't bothering them too much. In Pontiac, Mich., one dealer said, "Business is pretty good. Unemployment is not bothering us too much; we did slip a little in March, but when you really look at it, it is just like 1952. So it is just repeating."

A Cleveland distributor executive says credit and collections for March were the lowest in 17 years, but in the main the outlook isn't too bad. "Sure we are in a different market than we used to be," he points out. "Where we used to sell a deluxe TV model, we now sell the \$200 set. Dealers just can't sell the higher priced sets now."

Quarter Summary. Here is the way things looked for dealers through the first quarter: of seven dealers of dishwashers, two said sales were down, two up, and three the same; dryers, seven down, two up; food waste units, five down, four up; freezers, six down, two up; ironers, two down, two up; home radios, three down, and four the same, but two up; clock radios, two down, six up, and three the same; television, six down, four up and two the same; ranges, two down, eight up, and two the same; refrigerators, four down, six up, and two the same.

Vacuum cleaners, six down, four up, and two the same; washing machines, three down, six up, and one the same; water heaters, two down, four up, and two the same; air conditioners, three down, four up.

For traffic appliances, the reports varied, but of 13 dealers, six said sales were down, four up, and three the same. However, gains were recorded on steam irons and fryers.

Quarter Bright. The second quarter still looks like a good one for many dealers. One dealer said, "The second quarter will be at least 15 to 20 percent better this year." Many others now admit that their sales were on a definite upgrade before Easter. One dealer this writer queried said his sales were down on everything, and it was all because of the discount houses. But a Cincinnati distributor promotion manager said, "Business is off for the discount boys. But some of our dealers reported that March was the best they ever had, partly because of the easier credit plans."

Color Market. A Frigidaire dealer on Cleveland's east side had some colored appliances on his floor. The first day, he sold two. And for several days after that, he got good response from the traffic in the store. Said the dealer: "I'm a little surprised but there is a market for colored appliances. Most of it, however, is in the future. But right now, it would be safe to say that it is about 15 percent of the major appliance market."

(Continued on page 28)

*Starting here
it's mostly
nickel and
chromium...*

127 operations

later, it's

Nichrome*

There are several excellent nickel-chrome combinations on the market. But there is only one Nichrome*.

What is it that makes this alloy the universal standard by which engineers judge the properties of heat and corrosion resistance? There is always at least one extra ingredient added to the nickel and chrome. That is . . . the supreme mastery of the Driver-Harris specialists, gained in their 55 years of melting and drawing experience. This hard-won

skill of theirs is reflected in improved heating and quenching techniques . . . in specially developed deoxidizing anneals . . . in expert and precise control of every technical process of the entire manufacturing cycle. Sometimes, indeed, there are as many as 127 distinct operations between melting crucible and the finished wire, strip, or rod.

In recognition of its unique properties, the United States Patent Office in August, 1908, granted solely and exclusively to us the trademark NICHROME. There is only one Nichrome, and it is produced by Driver-Harris.



Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In-Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.

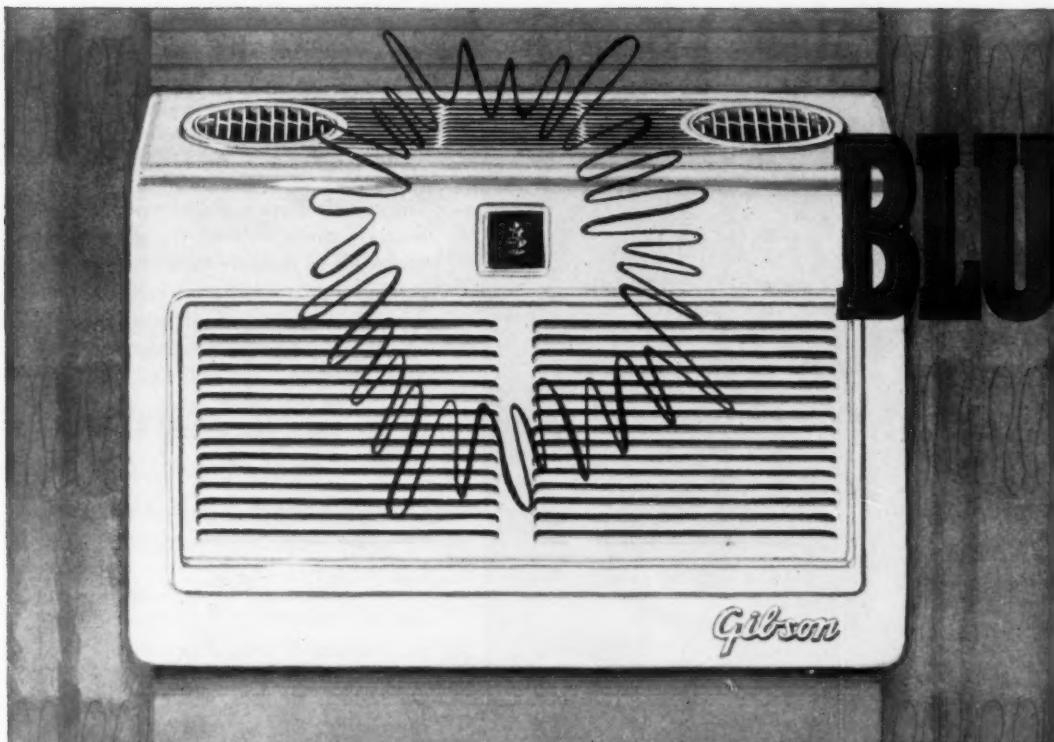
*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

BIGGEST VALUE! LOWEST PRICE!

GIBSON

3/4hp. room air conditioner



EXCLUSIVE BLUE LIGHT*

catches
customer's eye
to make sales
easier for you!

*Exclusive GIB-SUN-AIR ozone
purifying lamp

EASIEST TO SET UP for Free Home Demonstration, no screws to mar prospect's property.

THICKEST FILTER, full 1" filter cleans air of dust and pollen year 'round. **AMAZING**

Gib-Sun-Air ozone lamp freshens air. **SUPER-HEATER** provides heat, safely. Gibson assures

DRAFT-FREE circulation. **QUIETEST** operation. **RUST-PROOF** exterior. Simple, hidden

controls. **LOWEST PRICE**, only **\$289⁹⁵** for big 3/4 hp. unit! Gibson full line of 9 air

conditioners starts at \$229.95 for 1/3 hp. **NATIONAL ADVERTISING** in Post and Life plus

local advertising and promotion helps you sell! See your Gibson Distributor quick or write

Gibson

REFRIGERATOR COMPANY, GREENVILLE, MICH.

Manufacturers of refrigerators



food freezers



electric ranges



air conditioners

We're Betting

Coleman invests millions in your leadership

—says Sheldon Coleman, President of The Coleman Company



Coleman engineering and sales program will give you a dominant position in your market.

The Coleman distributor in your area will help you get started—see him today—write us if you need his name and address.

Lower Space Heater Prices—High Style and New Efficiency—Greater Merchandising Impact—a program to help you build sales and profits in 1954

The manufacturer and dealer that gets the business must "deliver" the goods! We invite you to compare the Coleman product line with any other you might be considering. Compare prices, product quality, appearance, customer acceptance and discount structure. You will find that Coleman offers you the greatest opportunity for sales and profits in 1954 with a *complete* space heater line.

Prices are lower—though costs are not. We have cut into our own gross profits to give you bedrock competitive prices—without disturbing your discount structure in the least. A real investment in your leadership—and your volume.

Our line is deeper, more diversified than ever. The addition of new models and new features gives you an expanded line to cover the market for both oil and gas heaters. The Automatic Fuel-Air Control feature is now on every Coleman oil heater rated at 50,000 BTU's or more.

A powerful merchandising program that sells for you. The sales will be easier—because the 1954 Coleman space heater advertising program is geared to local conditions. It delivers the impact when the weather says the time is right!

Sheldon Coleman
President

The Coleman Company, Inc., Dept. 152-EM, Wichita 1, Kans.

on Your Future

Coleman leaders for Oil, Gas and LP-Gas in 1954! NOW comfort sells for even less with Coleman. New models! Low 1954 prices!

New standards of eye appeal and performance!

HEAT A ROOM—OR THE WHOLE HOUSE

Seven beautiful new Gas space heaters! Styled to appeal to the home owner. Circulating or radiant models. Exclusive features that make sales faster, easier. Sizes from 30,000 to 70,000 BTU input! "Directionair" blower with 3-speed switch to furnish forced air comfort. Built-in draft diverter allows close-to-wall installation. Seam welded combustion chamber for safe, quiet operation. Automatic controls for carefree operation (manual type available, too).

Oil space heaters with 3 big exclusives! The big selling edge of Fuel-Air Control that actually saves up to 25% on fuel! Master styling that sells the housewife! Greater circulating volume spreads comfortable warmth evenly. "Directionair" blower to deliver heat at the floor. Models for alcove or fireplace installations. Capacities from 35,000 to 75,000 BTU output.

New merchandising approach that assures sales volume, profits. It's no news to anyone that weather controls space heater sales. The 1954 Coleman sales program on space heaters is designed to "harness the weather" for greater sales volume. Your Coleman distributor will be happy to explain the details of this profit-packed plan. Call him today.



Comfort Costs So Little
with



America's Leader in Home Heating and Air Conditioning
Equipment AGA approved or listed with Underwriters' Laboratories

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 24



"How far is it, Darling?"

Here are a couple of your future customers. She'll soon be asking you questions about appliances and other things for her home. It will help you clinch sales if you can tell her what plus-values Armco Special-Purpose Steels add to your product.

Take Armco ALUMINIZED STEEL. You'll find it in many of the appliances you sell—in reflectors and other parts of room heaters, in toasters, waffle irons, roasters, coffee makers, ranges, trash burners and picnic grills. Here are questions your customers may ask and the right answers:

- Q. Is this metal solid aluminum?
A. No. It is steel coated with aluminum by a patented method. It is actually dipped in molten aluminum.
- Q. What are its advantages?
A. The steel core provides the strength—the two metals together resist a combination of heat and corrosion better than either metal alone.
- Q. What about heat reflection?
A. Armco ALUMINIZED STEEL has a high degree of heat reflectivity. It will turn back approximately 80 per cent of the radiant heat thrown against it—an important reason for using ALUMINIZED in many appliances.

Make a note of these selling points of Armco ALUMINIZED STEEL. They will help you sell appliances that have parts made of this Armco Special-Purpose Steel.

ARMCO STEEL CORPORATION

3674 CURTIS STREET, MIDDLETOWN, OHIO
EXPORT: THE ARMCO INTERNATIONAL CORPORATION



Promotions Fair. Promotions are pulling just fair, it was generally agreed, although one dealer in Detroit said, "They just won't work and my sales are off 75 percent." A distributor vice-president in Pittsburgh said, "In the main they are good for a short spell." In Cincinnati, another executive said, "They aren't pulling as well as last year." And a Cleveland department store buyer said, "Most promotions are pulling poorly, but some are very good for short periods."

Just Reticence. Many dealers in the Great Lakes area agree that where there is a sales slowness it is primarily reticence on the part of the customer and nothing that can't be fixed. As one dealer summed it up, "You need a good traffic stopper, and it will pull sales for a day or two, and that's all you need—keep adding one stopper after another. I don't think things are too bad; at least we aren't having any trouble."

"Better Than Expected." There is considerable evidence that the appliance-TV business out here is in much better shape at the moment, and has a much bigger potential for the rest of the year, than most people could foresee in January. Unemployment has not reached a point that warrants another "grapes of wrath" treatment by any writer. In fact, unemployment is down only one percent below last year as of May 1st. Bank deposits in the far west increased more than a half billion dollars during the first quarter of the year.

The consumer in the far west has proven that he can be separated from some of this disposable income. Talks with distributors who took space at the spring fair of San Diego's Bureau of Home Appliances, and discussions with the dealers who manned these booths, early in May, brought reports of more buying activity than at any one of the many previous well-attended San Diego appliance-TV shows. One automatic washer distributor reported 14 sales closed during the 6-day show, and he does not carry one of the most popular brands. Two distributors of blenders kept demonstrators working to capacity crowds—each sold more than 125 units at \$40-plus, and dealers throughout the territory greatly increased their orders to distributors during the following week. In Phoenix, equal buying activity was reported from the AMA's annual spring show, with a welcome interest in air conditioning units increasing at long last in this evaporative-cooled desert city. Small cities like San Luis Obispo, Calif., ventured with appliance-TV shows again this spring, and attendance records were broken.

Membership in associations and dealer activity in association and industry activities has shown a remarkable increase since the first of the year. One utility reports through its dealer representatives that attendance at manufacturers' meetings has increased 50 percent compared to 1953 attendance. One of the electric leagues most nearly representative of those not dominated by the local utility, The Inland Empire Electric League in eastern Washington, has more than doubled an already large membership since January of this year.

Promotional Boom. Industry promotions, sponsored either by utilities or by associations, will be bigger this year in dollars expended and in products given individual promotion. The once lethargic PG&E is now striving for leadership—currently air conditioning is getting the play, with more than \$40,000 from the utility going into newspaper advertising in May, 300,000 full color direct mail pieces, and dealer display and tie-in through its large group of dealer relation men. Utah Power & Light and Western Colorado Power are backing their deal—(Continued on page 32)

The Far West



by HOWARD J. EMERSON

Business doesn't go to hell—only through it . . . Success of shows indicates big potential for rest of year . . . Utilities and associations launch promotional splurges

"Business is pretty good, but could be better." This consensus in the far west in early May carries an undertone of both resignation and surprise. Dealers and distributors report that business is not as good as last year but present this report in a manner that suggests they have become resigned to such a condition as possibly a long range factor. That business is not as bad as many expected it would be this year, and that trading has been increasingly active since middle-March, is reported by most dealers and distributors with evident surprise. To paraphrase a recent convention statement, the industry here expected to go to hell, instead it is only going through hell.



"Why don't you call me up sometime?"

WHAT A BREAK FOR THE GAS RANGE DEALER!

She's the 1 in 3 homemakers who would fall for the right sales approach—she's the 10,000,000 homemakers in America cooking with gas ranges 12 years old or older.

She's your biggest, most profitable, easiest-to-sell replacement market ready to fall for your telephone call. And boy-oh-boy, how she would go for you if she knew gas ranges like you know gas ranges. Why don't you invite her down to your store right now?



THREE EASY WAYS TO INCREASE YOUR SALES APPEAL:

1. Tie in with your Gas Company's big traffic-building "Spring Showing of MATCHLESS Automatic Gas Ranges." Ask your Gas Company!



Use "Quickie Demos" Booklet—15 dramatic ways to demonstrate Gas Ranges and make shoppers stop, look, listen and *buy*. Write for your FREE copy today.

- 2.



Bring your sales force up to a new high in selling efficiency with this tested sales-training film, "How to Sell More Modern Gas Ranges." Write us today.

FOR FULL INFORMATION CONSULT YOUR GAS COMPANY, YOUR GAS RANGE MANUFACTURERS' SALESMEN OR WRITE US

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.

60 East 42nd Street, New York 17, New York

ADMIRAL IS
MAKING
"TURN-OVER"
HISTORY!

GET THE COMPLETE "UP-SIDE-DOWN" STORY NOW FROM YOUR ADMIRAL DISTRIBUTOR

WITH ITS NEW "UP-SIDE-DOWN" REFRIGERATOR



**Yes—another Admiral first!
Family-size home freezer
and refrigerator—all in one!**

At The Bottom—Giant sub-zero freezer! Over 120 lbs. capacity!

Up Top—Full-size 9 cu. ft. "Humid Cold" Refrigerator! Never needs defrosting!

Plus—Dual Temperature Controls • Door Shelves, Cheese Keeper, Butter Keeper—all removable • Crystal Storage Pan • Roll-Out Shelves • 2 Aluminum Crispers • Ultra-Violet Lamp • Glacier Blue Porcelain Enamel Interior • Gold Anodized Lifetime Aluminum Trim, and many other new salesmaking features!

Admiral

ADMIRAL CORPORATION • 3800 W. CORTLAND ST., CHICAGO 47, ILLINOIS



Upright Home
Freezers



Chest-type Home
Freezers



Dual-Temp
Refrigerators



Automatic Defrosting
Refrigerators



Flex-O-Heat
Electric Ranges



Room Air
Conditioners

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 28



In Chicago, it takes 2— to make hay with your pitch

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



CHICAGO SUN-TIMES

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

ers in an electric range campaign by offering customers \$25 for their old range or stove when they buy a new electric range from a dealer. The utilities are backing up the promotion with newspaper advertising, announcements over 23 radio stations, a weekly live TV program from Salt Lake City, billboards, bus cards and direct mail.

No Let-down in B. C. In British Columbia, a similar utility program highlights the appliance promotion effort. Again this year the utility is putting on a "you sell the new—we'll scrap the old" electric range program which supplies \$12 toward any traded-in range if the dealer will junk it. A stateside observer might wonder, however, if John Taylor and the others masterminding this always successful program might want to be a little cautious this year. A report from B. C. shows that the province broke all previous records for appliance-radio-tv sales in March, with no indication of a let-down in the boom. All appliances are moving well there, but particularly hot are dryers, washers of both types, and ranges. Television is accounting for nearly 40 percent of the sales in the Vancouver area.

Almost every other area out here is wrapped in promotions. In Spokane and vicinity a successful "winter sunshine" promotion of washers, dryers and ironers is being followed by a "big switch" program, aim at other fuels or other methods. Ranges, water heaters, dishwashers and disposers get the industry attention there until July. Far south, trying to emulate the Ibis that rose out of the ashes of ancient Phoenix more lovely than ever, the dealer association in Phoenix, Ariz., is trying an unusual follow-up to its annual appliance-air conditioning show of April. For 13 weeks a program will go over KPHO radio suggesting, "Now that you've seen them, buy them." It is designed to get prospects "off the dime," prospects who went home from the show enthused about an appliance, TV or air conditioner, but need urging to act. Naturally, the program suggests that the industry patronize dealers displaying the AMA emblem of association members.

Seven Calls For Ranges. Another big year for electric ranges is foreseen for Sacramento, Calif. Here in the state capital, this exceptional municipal utility goes on grabbing honors for promotion ideas with another "I want an electric range" contest through the local association. Seven advertising calls on each of 340,000 homeowners were made during May. More than \$5,300 in prizes have been furnished by distributors and dealers—15 electric ranges are given to contestants who go to a dealer's store and tell in writing why they want an electric range. Before the contest closes, the annual home show sponsored by the local association will give extra punch to the promotion.

Sex is bound to get in here occasionally, even though it may be a prosaic appliance promotion. Montana Power Co. staged a promotion recently, termed it the "battle of the sexes" and tied in with the chamber of commerce of Lewiston. In this relatively small community it got 600 people out to watch a cake baking contest in which two men won prizes. Lewiston appliance dealers loaned the electric ranges for the stage. Under a banner "Electricity Lightens Our Burdens" the "battle of the sexes" waged—and an unmarried woman won first prize. Naturally.

More Money For Wiring. More important, possibly, than any current promotion in this area is the announcement of two wiring financing programs established by utilities. Modeled on the "Cincinnati Plan," two utilities here have developed programs to finance the wiring of homes. Behind it, of course, is the difficulty of getting wiring financing through FHA on amounts small enough to cover installations under \$350. As described in a brochure to customers of Arizona Public Service, that utility's "reddy hook-up plan" enables the home owner to rewire for 220-v appliance service, additional 110-v outlets, outlets for modern lighting, service for water heaters, automatic washers (including plumbing cost) to an amount up to \$200. The utility pays the contractors in full and charges 4 percent interest to the home owner during the period. He pays monthly. The monthly bill is presented separately, not added to the electric service bill.

Customers of Portland General Electric (utility) have been offered a similar plan modeled on the Cincinnati operation, with the maximum wiring job at \$350. Called a "pay as you go" plan it provides the customer with normal FHA terms on 12, 24 or 36 month payments added to the regular electric bill by the utility.

Most observers believe that these two utilities are but the first to see the many advantages proven in the operation of the Cincinnati plan. A check of several utility commercial managers by "phone and letter brought denials that any others had the plan in mind, but in every case these executives showed such interest and discussed in such detail how a plan might operate in their territories that it was obvious that plans had been developed but not yet released.

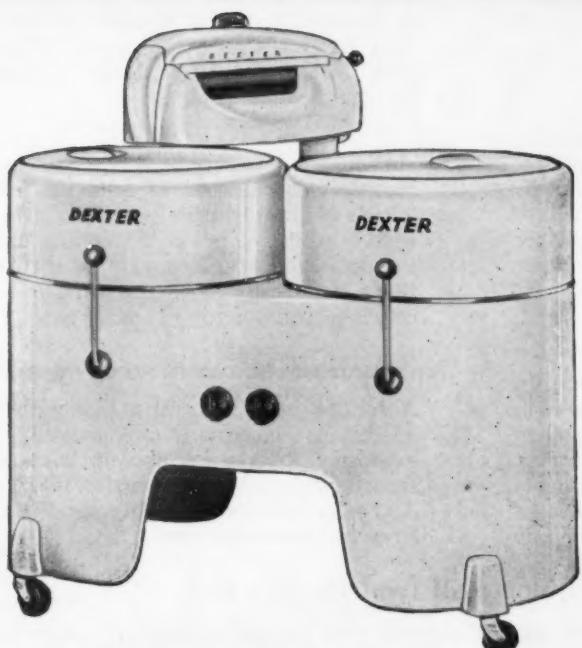
Retail Diplomats. Maybe the United Nations will find a spot for a committee on international relations to handle appliance-TV contest plans. With manufacturers and distributors sending American dealers to Europe, Bermuda, Nassau, Mexico we have started an interchange of business men between the free countries. Witness the announcement in British Columbia that winners of a current contest will get expense-paid vacations—where? To Sun Valley, Idaho! End

DEXTER

IS IN THEIR NEW SPACE

510-A

AMERICAN FURNITURE MART
SUMMER MARKET
CHICAGO, JUNE 21 TO JULY 2



DEXTER TWIN-A-MATIC

TWO WASHERS
IN ONE

TWICE
THE SPEED

TWICE
THE CAPACITY

TWICE
THE VALUE

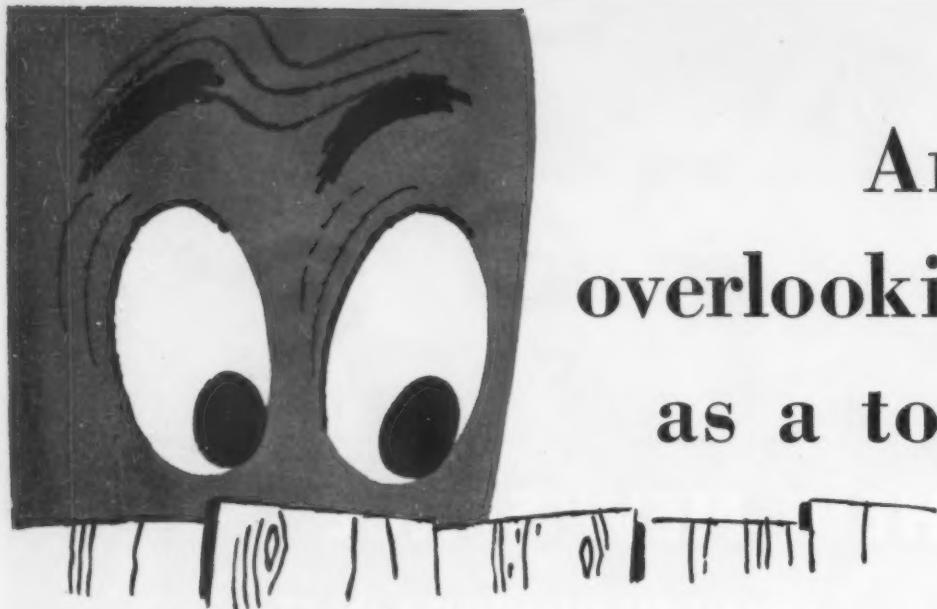
SPACE 510-A AMERICAN FURNITURE MART is new headquarters for America's only exclusive washer plus a complete, competitive and profitable line of washers, dryers and ironers. The Dexter line is also displayed at the Congress Hotel.



DEXTER DIVISION

PHILCO CORPORATION

• FAIRFIELD, IOWA



Are you overlooking Ironrite as a top-profit line?

Ask yourself . . . are you putting your big effort where it pays? Or are you wasting it on the old, played-out lines, where profit and volume just never seem to get together any more?

Well, if you're looking for an unsaturated line . . . a line that repays your effort with profit *and* volume . . . take a look at Ironrite. See if it doesn't pass every test you can put it to:

Do I make any money when I sell an Ironrite?

You bet you do! If you're fed up with seeing your discounts whittled away month by month, you'll be especially interested in this: *Ironrite's dollar yield to the dealer is actually higher now than it was after World War II . . .* and it has *always* been one of the highest in the appliance business! Your profit is a *real* profit, too, because there are virtually *no* trade-ins to dilute it.

How big is the market for Ironrite?

It's BIG . . . now, and for a long long time to come. In a recent month, for example, 1,598 Ironrites were sold in a single major city. Dealers there divided \$150,000 in gross profits. And that's just the beginning. Market studies show that the present saturation of ironers is *only 10%* . . . exactly the point at which sales of a major appliance can be expected to take off! The

What kind of support will Ironrite give me?

The kind an appliance retailer really needs! Look at this program:

National advertising will appear consistently in the *Ladies' Home Journal*. One out of every six families in your community will see these large-space ads.

Local area advertising covers your market. Wherever possible, television programs and spots, featuring actual Ironrite demonstrations, spearhead the campaign . . . and there are plenty of newspaper ads and radio spots, too.

Top-drawer literature puts the entire Ironrite sales story

real boom in Ironrite sales and profits is just ahead!

How about the competition?

Actually, *there needn't be any . . .* Ironrite is in a class by itself. Its two completely usable open ends make it the only truly versatile ironer on the market. This feature is *protected by recent new patents for another 17 years!* And Ironrite's new, low-priced "Standard Line" . . . with the same exclusive design . . . has opened the way to your mass market, too!

Will I run into service problems?

No. Service costs on Ironrite are virtually negligible. That's because Ironrite is built to last . . . by a company with over 30 years' experience in the manufacture of ironers *exclusively*. You may be surprised to learn that there are literally thousands of Ironrites operating today *after a quarter-century of weekly use!*

Won't demonstration costs eat up my profits?

Absolutely not! Remember that with Ironrite you have *no* installation costs. You'll actually find that it's less expensive to give a complete home demonstration on Ironrite than it is just to install many major appliances. And sales figures show that you can expect *six sales from every ten demonstrations*.

What kind of support will Ironrite give me?

right in your prospects' hands . . . does half of your selling for you!

Seasonal promotions, timed to take advantage of the big selling seasons, really pull prospects. Ironrite promotions *work!*

Demonstrator training by your distributor keeps you supplied with the greatest saleswomen in the appliance business.

Any more questions? Well, talk with your local Ironrite distributor, and you'll get all the answers. Or, if you prefer, just drop a line to: R. M. Gottlieb, Vice President in Charge of Sales, IRONRITE INC., Mt. Clemens, Michigan.

Ironrite . . . The appliance man's appliance

The LOUDSPEAKER

Price-cutting: Three Complaints, Three Solutions

The extent to which discounting is upsetting the industry is indicated in the three letters published in this month's *Loudspeaker*. All discuss price-cutting and all three come from different levels of the business: a distributor, a dealer and a salesman.

The distributor complains about other distributors who sell through non-legitimate channels. A salesman writes that he is quitting the appliance business because of the discount situation—and implied here is perhaps an explanation for the decline in salesmanship. A small town dealer finds that non-servicing merchants in the big cities are responsible for much of the transshipping that hurts his business. And all three offer some solutions.

That's what *The Loudspeaker* is for—the expression of industry problems and possible answers. It's open to you, the reader. If you feel strongly about something, tell the industry and maybe others will feel strongly enough to make action possible.

P.S. Address all letters to **Editor, Electrical Merchandising**, 330 West 42nd St., N. Y. 36, N. Y.

"The Appliance Business is going to Pot. . . ."

To the Editor:

From all indications, the appliance business is fast going to pot. I am basing this statement on the fact that a large number of distributors located in the cities are sending out fliers offering merchandise to consumers at the dealer wholesale level.

I have before me at this time a price sheet mailed from a well known Chicago dealer, with card attached, offering by name the appliances of many of the major manufacturers.

This is just one of the many distributors who apparently are trying to set up individual consumers as dealers, with no iron clad quantity requirements and with a statement on the bulletin "merchandise featured in this bulletin available only through our mail order department".

Are we to conclude that we too are to open up a mail order department and send out such bulletins to consumers as is being done by many distributors in St. Louis and Chicago? From all appearances that would be the case if we are to stay in the appliance business for any length of time.

Is it the intention of the manufacturer to have the retail outlets completely eliminated in their distribution set-up?

I feel very certain that with a few of these bulletins getting into the hands of our good retail accounts that it will only be a question of time until they will cease buying any appliances listed on any of these bulletins going

out with reckless abandon to individual consumers.

If this condition continues unabated, without the manufacturers doing something, I for one, propose to get out of the business of distributing any type of appliance.

I believe it is up to every manufacturer to discourage this type of business; otherwise it will only be a short time until they will have to be selling appliances themselves on a door to door deal, eliminating the distributor as well as the dealer.

I declare that this is a sorry plight for any manufacturer to allow his merchandise to be distributed by such cut throat sales programs and thus eliminate the reputable dealer.

Many of the dealers are beginning to get up in arms and have advised me that they propose to blacklist all appliance manufacturers whose products appear on these bulletins.

Is this condition brought on because of panic on the part of the manufacturers and a few distributors who feel that they have a few thousand dollars too much inventory? According to the way I feel, there is just so much appliance business to be had in any one given year. Price cutting is not going to increase the volume for any one manufacturer or distributor, but it can hurt thousands of dealers throughout the country. This it is already doing.

I think corrective measures on the part of manufacturers should be taken at once to eliminate distributors who are not inclined to sell through legitimate channels.

For your information, this letter is

going to every manufacturer from whom we purchased appliances.

I think the day is at hand for some action on the part of the manufacturers.

Your very truly,
W. L. Tomlinson
General Sales Manager
Field and Shorb Co.,
705 N. Pine Street,
Decatur, Ill.

practice must be installed and enforced.

c. Dealers should absolutely insist that distributors disenfranchise all furniture stores, tire stores and other retail outlets that now are robbing the appliance dealer of his just profit.

Distributors need not worry about volume. The same number of appliances will be sold without these side line retailers. Distributors will be much happier with a strong dealer setup than with many separate little dealers that they have to finance and carry. There would be very little changing of dealers. There would not be this tremendous turnover of new dealers, old ones failing and new weak ones emerging to replace them.

d. Distributors should cease 100% their back door practices. If friends of distributors are to be sold retailers should handle the sale and if at discount the distributor should reimburse the dealer in full for every discount. This way no retail business will be lost and no profit forfeited. If the distributor is truly a friend of this customer, then let the distributor bear the brunt of the discount.

Manufacturers can very well cut their production some. Instead of every year increasing their production of refrigerators, ranges, etc., let them rather place more emphasis on new products. The market should not be glutted with merchandise, because this pressure only ruins the dealers.

There, I've gone and said it. If these changes are not made in the very near future, there will be very few dealers left to move out the nation's appliances. I should say very few good ones, since there always seems to be some yokel with an idea that this is a good business, and with very little money, that is willing to gamble on a 100 to 1 long shot.

Harold Okun
Edison Appliance and Kitchen
Specialists
1113 Main Street,
Springfield, Mass.

"The Servicing Dealers' Problem. . . ."

To the Editor:

Thank you for your dealer panel report dealing with trade-ins. It is always interesting to see how other dealers handle these problems by averages.

I have a problem which is mighty serious with me, but which might be a "hot potato" for an organization like yours to be concerned with. Anyway, here it is.

Our business is located in a small town about 300 miles from Milwaukee. (Continued on page 36)

Design for Selling ... Profitably

ROPER

"America's finest" ...
Performance proves it

automatic gas
ranges

ROPER has it... evidence of superiority. Compare ROPER point for point. Then place your future with ROPER... the line of gas ranges that gives you more real value to offer your customers. Investigate ROPER'S profit picture today.



Ask, too, About the Fast-Selling,
Profit-Making New ROPER
DRY-AIRE Gas Clothes Dryer

GEO. D. ROPER CORPORATION
Rockford, Illinois

Sales Representatives in Principal
Distribution Centers

There's important money in selling
gas
appliances

ROPER

SEND IN
THIS
COUPON
TODAY

EM5
Tell me more about what ROPER can do for
me. Is the ROPER franchise available in my
community?

Company Name.....

Individual's Name.....

Street Address.....

City..... State.....

The Loudspeaker

CONTINUED FROM PAGE 35

kee and 375 miles from Chicago. Although we merchandise actively and maintain a good service department, we lose about 30% of our potential business to price cutting outlets in these cities. Countless times we have created the desire for appliances and lost the business because some Chicago or Milwaukee dealer offered a big discount. It is next to impossible to break even on service in a small town operation, particularly where most of our service calls are rural, and where we find that we have to add service department losses to our normal operating overhead, we just cannot compete with big city dealers, if we were inclined to cut prices.

In checking back on appliances that are "bootlegged" into our area, we find that 90% of them come from metropolitan dealers who do not maintain service departments, themselves, but mostly let their distributors take care of their service. Perhaps if these people maintained service departments themselves, they would be more considerate of other servicing dealers.

I believe that countless small town dealers are faced with this same problem. I have suggested that factories give more consideration to servicing dealers where they have to compete with people who are virtually brokers. It has been also suggested that metropolitan non-servicing dealers be required to sell appliances only within the servicing area of their distributors under penalty of having to remit a servicing fee to dealers where the merchandise is being used.

Looking back over this letter it has some of the earmarks of a complaint—which I do not mean it to be. It is a problem which is shared by thousands of small servicing dealers. It might be interesting to know how the appliance industry would react if all small servicing dealers went out of business, or even stopped servicing—it might make quite a dent in national distribution, but on the other hand, it might be a natural evolution, and something to be expected eventually.

Very truly yours,
L. M. Emmerich
EMMERICH'S
Minocqua, Wis.



"THIS TOASTER DOESN'T POP, SIR . . . IT
DEALS."

presenting

eight fabulous

WEBCOR *tape recorders*

in every price bracket

in every model variation

featuring "FEATHER TOUCH" control

WEBCOR

gives you the first complete line

• touch-button control • colorful portables • new, handsome table models

Sell up! Sell down! Sell a Webcor Tape Recorder no matter what price your customer wants to pay. *Eight different* models, at *eight different* prices give you a tremendous tape recorder line.

In fact, you have more than a line . . . you have a complete profitable, tape recorder business!

From the six spectacular new touch-button 2020's to the deluxe three-speaker 2030, there's nothing to compare *anywhere* with Webcor value.

Here is the complete Webcor Tape Recorder line. It's

the line that will put you in the tape recorder business to stay.

2010	World's biggest portable seller	\$207 ⁵⁰
2020-T	Tan Touch-Button Portable	\$179 ⁵⁰
2020-E	Ebony Touch-Button Portable	\$179 ⁵⁰
2021	Walnut Touch-Button Table Model	\$187 ⁵⁰
2022	Mahogany Touch-Button Table Model	\$182 ⁵⁰
2023	Blonde Touch-Button Table Model	\$185 ⁰⁰
2024	Beige Touch-Button Table Model	\$169 ⁵⁰
2030	Mahogany leatherette Three-Speaker Portable	\$239 ⁵⁰

NEW—FOUR luxurious push-button TABLE MODELS. A choice of hand-rubbed, satiny smooth mahogany, walnut or blonde woods and beige plexitone. Decorator styled to blend with any decor.



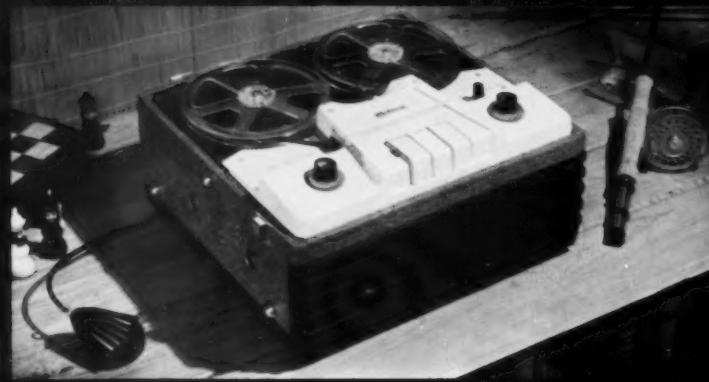
of consumer tape recorders

• superb high fidelity • from \$169⁵⁰ to \$239⁵⁰

NEW—Exciting, touch-button PORTABLE recorder for week-end trips or fun at home. Smartly styled in stunning tan tweed fabric for living room, bedroom or den.



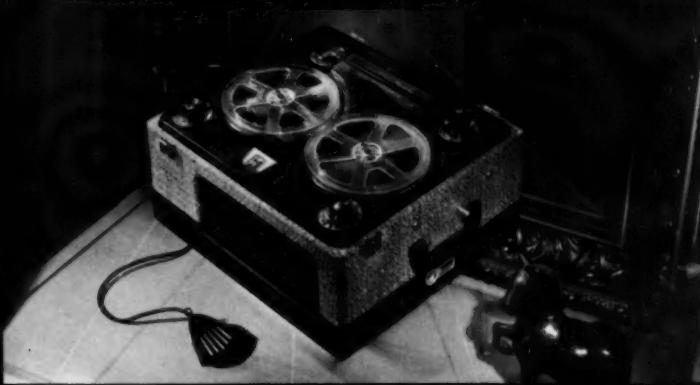
NEW—Handsome, touch-button portable in beautiful, durable Ebony tweed fabric. Each of the new Webcor touch-button recorders is wonderfully lightweight—around 25 pounds.



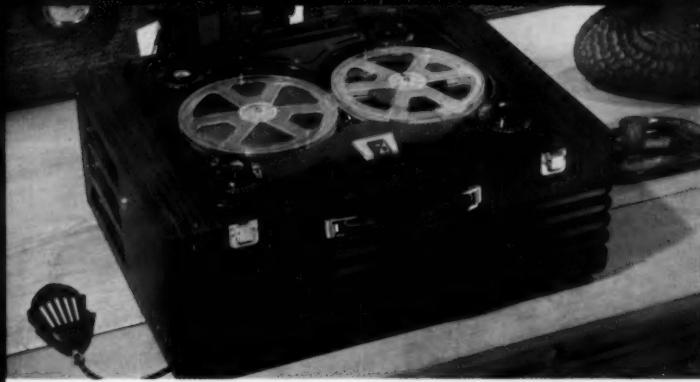
New \$169⁵⁰ Beige Plexitone



NEW—Webcor 2010 . . . the world's largest selling tape recorder. With famous two-way recording and simple TV control. A new, more powerful amplifier gives higher fidelity.



NEW—Webcor 2030 is a supreme 3-speaker high-fidelity recorder. 5-watt amplifier and smooth new clutch. In rich mahogany leatherette. The ultimate in home tape recording.



For the first time—tape recorders in handsome table-top cabinets with the simplest, foolproof touch-button control

Each of the six excitingly different models was created by one of the nation's foremost designers, to blend with a specific room decor. The refreshing, modern walnut, blonde and mahogany finishes are hand-rubbed to a satiny smoothness . . . giving the feeling of supreme luxury. The portable variations and beige table model are more casual looking, and foretell relaxing weekends of fun at home or away.

Combine these six new profit-makers with the two Webcor's 2010 and 2030 . . . already making sales history . . . and you have a tape recorder line that will out-sell anything and everything on the market today.

*prices slightly higher west and subject to change without notice



WEBCOR

WEBCOR
tape recorders
sell faster
because they
demonstrate
better



All Webcor tape recorders are designed and styled to sell through demonstration. The new 2020 touch-button recorders give you tremendously important operating features.

New Webcor touch-button control: A light touch on any key and the 2020 slips into immediate, smooth, silent action.

Webcor jam-proof control: No needless service calls to "unstick" jammed keys. The 2020 foolproof mechanism lets you depress two keys at one time without locking or harm to recording.

New Webcor antifriction brakes: Provides smooth fast stopping and starting. Split-second accuracy for perfect editing.

These are the outstanding features that make Webcor recorders the world's best!

WEBCOR 2020 SERIES

- Finger-Tip, TOUCH-BUTTON control with instantaneous response.
- Positive jam-proof operation.
- Safety lock to prevent accidental erasing.
- TWO audio level lights for professional High-Fidelity recording.
- Positive erase; no background noises from inadequately erased recordings!
- Ceramic microphone for recording in all kinds of weather.
- A special Monitor Control lets you hear what you are recording through the speaker as you record.
- Input jack for recording directly from radio, TV or phonograph.
- Output jack for playback through an external amplifier and speaker.
- A specially built PM speaker gives smooth bass and higher treble response.
- Four-pole motor for constant speeds and flutter- and wow-free recording.
- Tape time indicator helps you pick out sections on your tape quickly and easily.
- Quick, easy tape threading.
- Separate continuously variable tone control.
- Beautiful decorator styling for home, office or school.
- Lightweight . . . only 25 pounds.

WEBCOR 2010

- One-knob TV type control
- Two recording heads
- Two powerful 4-pole motors
- No unnecessary reel turnover at reel's end.
- Record and playback in TWO directions.
- Record up to 2 hours on one 7-inch reel.
- Automatic stops. When the end of the tape is reached during recording or playback, the unit shuts off automatically.
- Elapsed time indicator tells at a glance the total time elapsed.
- Magic-eye volume indicator for professional type recordings the very first time.
- Powerful amplifier.
- Six-inch PM speaker.
- Wow and flutter are less than .5%.
- High level, high-impedance crystal microphone.
- Special input for recording directly from radio or TV.
- Special output for playing recordings through an external speaker.
- Luggage-type carrying case in beautiful tweed fabric.

WEBCOR 2030

- Same features as the 2010
- PLUS
- Three high-fidelity speakers (two Six and one Four Inch)
- In handsome durable mahogany leatherette.



Be sure to see and hear the new Webcor tape records—a sure, new profit-maker and sales aid for selling tape recorders.

WEBCOR

Chicago 39, Illinois

A-8299-© W/C 1964

NEW

1/2" Tuf-flex® Tempered Plate Glass Doors

How do they differ from the widely used 3/4" Tuf-flex Doors?

1. LIGHTER WEIGHT. For example, for a 3' x 7' opening, the glass in this new $\frac{1}{2}$ " door weighs about 131 pounds, compared with 197 pounds for the $\frac{3}{4}$ " door commonly used in the past. That makes it:

**EASIER TO HANDLE—EASIER TO INSTALL—
EASIER TO OPERATE**

2. LOWER COST. Generally, list prices on the new $\frac{1}{2}$ " doors, complete with fittings, are comparably less than $\frac{3}{4}$ " doors of the same size. Many types of framed doors, which fail to carry out the transparency so desired in modern entrances today, are about the same price. This lower cost will enable many more building owners to add attractiveness and appeal of *Tuf-flex* Doors to their entrances.

How are they the same as the $\frac{3}{4}$ " door?

- 1. TOUGH.** Like the $\frac{3}{4}$ " door used so successfully in thousands of buildings, these tempered doors are 3 to 5 times as strong as regular plate glass of the same thickness. Extensive laboratory and application tests have proved the strength of the $\frac{1}{2}$ " *Tuf-flex* Door.
- 2. APPEARANCE.** In style and design, they look just like the popular $\frac{3}{4}$ " door. Here's an opportunity to carry out the Visual Front idea in storefronts with transparent doors of lower cost. Tempered Plate Glass side lights are also available to match these beautiful doors.

New, modern fittings are available

They're clean-lined—in keeping with the sheer beauty of the *Tuf-flex* Door. The drawing at the right shows the simple lines of the alumilited fittings which are at the top and bottom of the door. Push bars are also attractively designed. See your L·O·F Glass Distributor or Dealer for details.



TUF-FLEX TEMPERED PLATE GLASS DOORS

LIBBEY·OWENS·FORD GLASS COMPANY • 608 Madison Avenue, Toledo 3, Ohio

PROOF

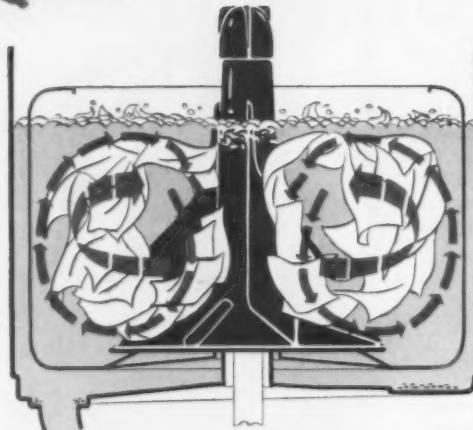
that only Whirlpool

WASHES CLOTHES SO

CLEAN

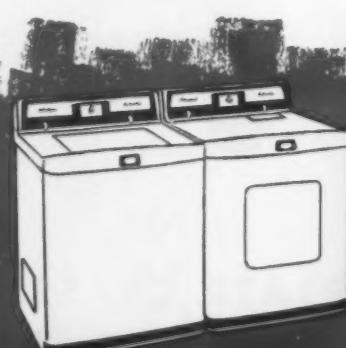
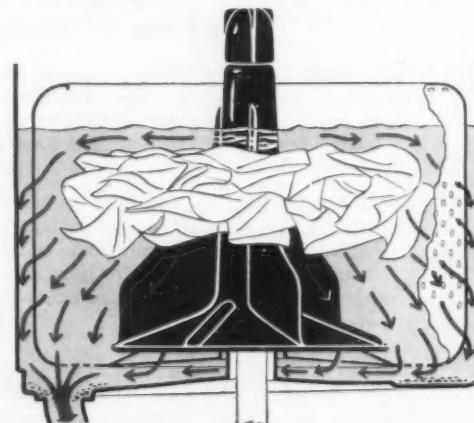
Agiflow Action

Exclusive Agiflow Action creates and controls surging, swirling currents of water into a scientifically-correct pattern for most thorough, most gentle washing known today. This "never lazy" water action circulates clothes *freely* and flexes them gently thousands of times to loosen and remove even the most stubborn soil from a big, 9-lb. load. Test after test proves no other water action washes clothes *so thoroughly yet so gently* as Agiflow Action.

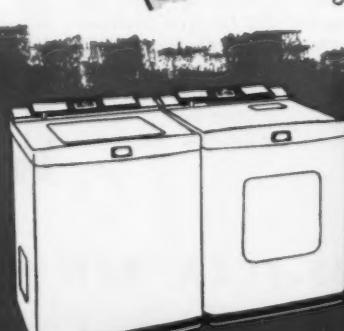


Free-Flow Drain

Drains wash water away from the clothes . . . not through them! Lighter-than-water soil flows out the 1,199 openings in the sides and bottom while clothes are in suspension. Heavier-than-water soil drops down through the bottom, out of the basket . . . and is kept there, then flushed away . . . so no soil is ever left in clothes. Proved the most efficient drain method yet devised!



Imperial Automatic
Washer and Dryer

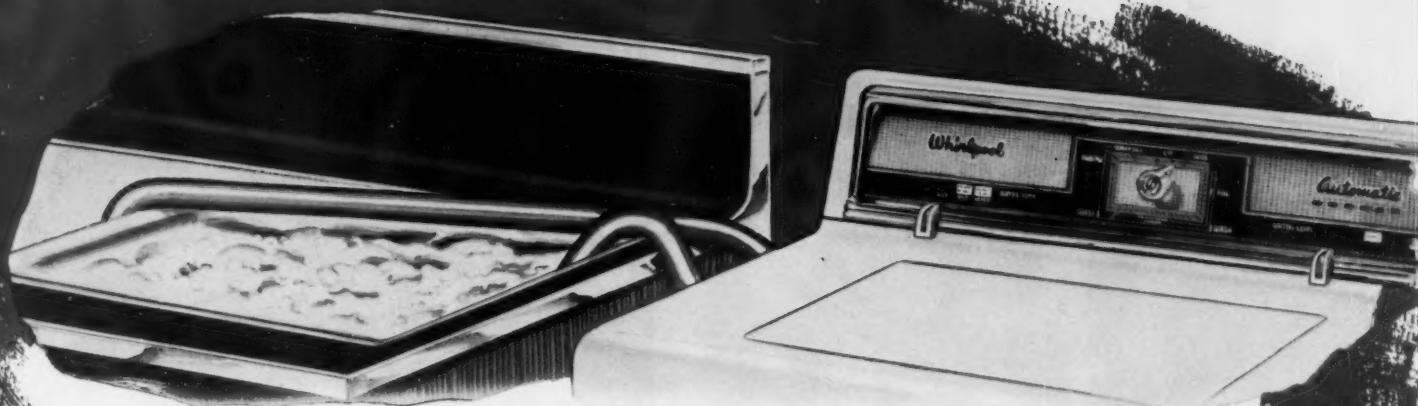


Standard Automatic
Washer and Dryer



Deluxe
Automatic Washer

JOIN UP! IT'S MORE PROFITABLE TO

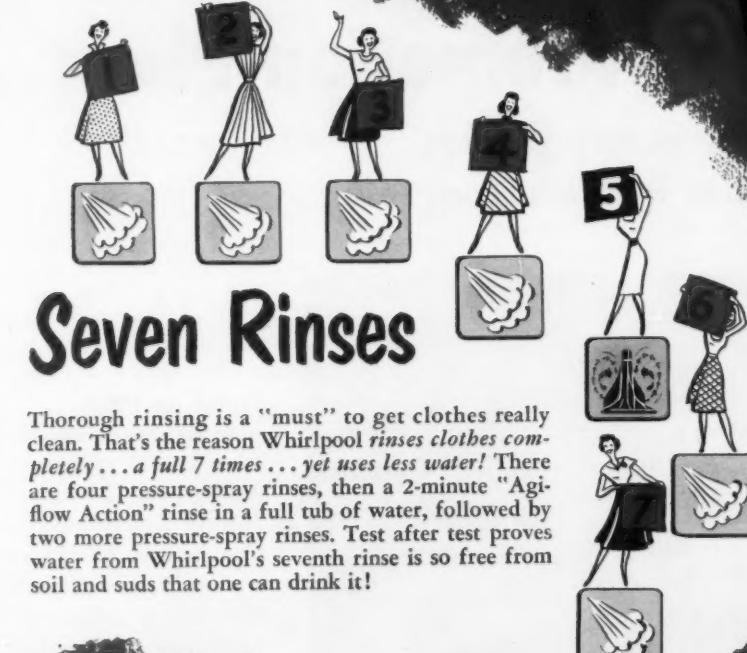


Suds-Miser

Right now... today... more than 25,000,000 women re-use water for several loads of clothes. It's the most economical way to wash. Saves hot, sudsy water... over half the cost of soap or detergent, water and fuel. And Whirlpool's Suds-Miser does it automatically. Pumps hot, sudsy water into a tub for storage... then returns the clean water for re-use. Test after test proves Whirlpool actually pays for itself with Suds-Miser!

WITH SO MUCH

ECONOMY



Thorough rinsing is a "must" to get clothes really clean. That's the reason Whirlpool rinses clothes completely... a full 7 times... yet uses less water! There are four pressure-spray rinses, then a 2-minute "Agiflow Action" rinse in a full tub of water, followed by two more pressure-spray rinses. Test after test proves water from Whirlpool's seventh rinse is so free from soil and suds that one can drink it!

FOR ADDITIONAL PROOF
See us at the June Furniture Show
SPACE 546-D
AMERICAN FURNITURE MART

PLUS...

Automatic 3-temperature water selector... Delicate fabric washing guide... Water-saving Select-A-Level control... Convenient Guide-Lite... Porcelain top... Dual Cycle-Tone... Flush-to-wall design... Ultra-Violet lamp... 5-Year warranty on transmission.

WHIRLPOOL CORPORATION

ST. JOSEPH, MICHIGAN, U.S.A.

Clyde, Ohio • LaPorte, Indiana

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

SELL WHIRLPOOL THAN SELL AGAINST IT!



Let Tide do it, suggested the Whirlpool manufacturer and distributor-representatives. Bob Cannon, distributor-representative, together with Ralph Carlson and Hub Ellis, showed Dick how Tide helped hundreds of other dealers increase washer sales. Dick learned about the special advertising allowance and decided the Tide Plan was for him. He got off his initial order for Tide and was on his way.



Free display material, shipped with the Tide order, is imprinted with the washer name, and features the compelling double offer of Tide. As you can see, Dick made good use of the display kit that contains: window streamers, posters, counter cards, and newspaper mats. The Tide Plan is a *complete promotion package*. When you receive your Tide shipment, you are ready to go; there's no costly preparation.

How a Whirlpool Dealer Boomed Sales 400% Using the Tide Promotion Plan

Tide's terrific popularity proves powerful traffic-builder in Waterloo, Iowa.



Traffic up 100%... demonstrations doubled when Dick Everett, Sales Manager of the Young Heating Co., Waterloo, Iowa, put the Tide Plan to work in his store. Dick took advantage of Tide's special advertising allowance of \$1.75 per case to make this prospect-appealing double offer: (1) a free box of Tide to everyone who watched a Whirlpool demonstration; (2) a year's supply of Tide with every Whirlpool purchased. Talk about success! Dick Everett's Whirlpool sales shot up from 8 washers sold, to 32 sold—the very first month!



Demonstrating with Tide, Dick Everett got top performance—closed more sales. He proved to himself that nothing else will wash as clean as Tide, yet is so mild. Time and time again, Dick saw prospects turn into customers when they saw the clean, clean wash given by America's largest-selling washing product—which leaves no soap film in the clothes or washer.



Another Whirlpool sold and on its way with a year's supply of Tide. Again and again, this scene was re-enacted until Dick Everett had racked up a phenomenal sales increase of 400%! Is it any wonder that Dick and so many other washer dealers who have tried the Tide Plan continue to use it as a powerful sales-maker? Have you tried the Tide Promotion Plan yet?

THIS IS THE TIDE PLAN...

It Worked in Waterloo, Iowa—It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.25 per case—minimum order 5 cases). And, with your Tide, you also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

1. Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer $\frac{1}{3}$ of case per washer sold).

2. **Use Tide to build traffic**—offer a box of Tide to each prospect who comes in to watch a washer demonstration.
3. **Use Tide for demonstrations**—get top performance from your washers. Tide gives you a dazzling clean wash... leaves no soap film. Laboratory tests prove it!
4. **Use Tide for displays**—feature the Tide merchandise offers in your advertising and display Tide with your washers.

*Prices subject to change without notice. Shipped C.O.D., freight prepaid. Offer good only in Continental United States (including Alaska and Hawaii).



CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

Box A
Tide Home Laundering Bureau
1429 Enquirer Building
Cincinnati 2, Ohio

Please arrange to have shipped to us _____ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name _____

Street Address _____

City _____ State _____

Ordered by _____

(Please check boxes below for promotion material desired.)
 Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of _____ washer.

Also include at no cost, the following newspaper mats for the purpose of advertising our washer promotion.

2 cols. x 3" 2 cols. x 6" 3 cols. x 5" 3 cols. x 10"

Tide
is your best tie-in because...
**MORE WOMEN USE TIDE IN
EVERY TYPE OF
AUTOMATIC WASHER THAN
ANY OTHER PRODUCT ON EARTH!**

Cadillac QUIK-VAK

EXCLUSIVE!
2 - SPEED
CONTROL



It pays to push Cadillac —the cleaner that pulls in sales!

Actually, nobody pushes a Cadillac Quik-Vak—neither you nor the lady whose household cleaning jobs it handles with such amazing efficiency. You display it... demonstrate it... and SHE BUYS, because this dirt-hungry Cadillac canister offers every feature she wants for fast, thorough cleaning. Namely:

- SWIVEL TOP
- BEAUTIFUL 2-TONE GREEN FINISH
- DISPOSABLE DUST BAG
- "FLOATING BRUSH" FLOOR NOZZLE
- OVERSIZE MOTOR—POWERFUL PICKUP
- E-Z ROLL DOLLY (Optional Equipment)
- MOTOR MOUNTED IN RUBBER Reduces vibration and noise
- NO-LEAK FILTER SYSTEM

MORE PROFIT PER UNIT FOR YOU...
Ask us to explain our liberal discount policy and furnish complete information about the Cadillac line. Write now.

PLACE ORDERS NOW!
Get set to meet the demand created by national advertising in leading consumer magazines.

CLEMENTS MFG. CO.
Dept. A, 6650 S. Narragansett Ave., Chicago 38, Ill.

For more than 44 years, sold only by reliable dealers and distributors.

ECONOMIC CURRENTS

Recession: Nobody's Running for Cover

By the McGraw-Hill Dept. of Economics

The businessman seems to be following the same path as the consumer—a middle-of-the-road course in the current slow business decline. (Economic Currents, May, 1954) His policy decisions have contributed to maintaining a high level of business activity, almost as high as last year.

Changes in business inventory policy are one of the main causes of the present decline in business activity. Last year inventory accumulation reached a peak of 6.3-billion annual rate in the second quarter. But the fourth quarter of 1953 showed a sharp drop. Inventories have continued to decline in 1954. In the first quarter of this year, inventories declined at a rate of minus \$4.5-billion. And inventories are expected to continue to decline at about this rate throughout the second quarter.

This big change in inventory policy—from a big plus to a fairly sizeable minus—accounts for most of the 10% drop in industrial production since the peak of last July. Declines in production have been heaviest in industries that make durable goods, because they were the ones that had the biggest inventories.

LESS FOR NEW PLANTS . . .

Inventories, however, represent only a part of the direct business contribution to current economic activity. Business' spending for new plants and equipment is also highly important. And all indications are that businessmen are following the same sort of investment policy that they are applying to inventories. That is, they are cutting spending a little. But they are not cutting sharply. And that's very good news for the whole economy.

Recent surveys, by the McGraw-Hill Department of Economics and the United States Department of Commerce, tell a similar story, al-

though some of their statistics differ a little. Both report that industry plans to spend a bit less for new plants and equipment than it did last year. But the cuts are small—especially when compared with last year's peak level.

Thus, the pattern of business policy in the current slow business decline—reasonable, but not drastic, cuts in inventories and capital spending.

LESS FOR DEFENSE

A decline in defense spending, starting at about the same time as the decline in inventories, helped accelerate the cuts. The annual rate of defense expenditures dropped from \$53.5 billion in the second quarter of 1953 to \$47 billion in the first quarter of 1954. Moreover, the cutback in new orders for defense goods has been sharper than the drop in spending—which reflects deliveries of items ordered long ago. Recently the services have been signing new contracts for weapons at less than half the rate of last year. The annual rate of new defense business is only about \$35 billion a year, compared with the \$47 billion rate of current spending.

The \$35 billion figure is probably close to the minimum for long-term support of our defense establishment. It might take two years for spending to reach this lower level, because of the long lead time on items like aircraft. But this is the way we are heading. The drop in new business shows why defense contractors—and all their supporting industries—have been cutting their inventories of raw materials and work-in-process.

All this, of course, assumes no extensive new United States involvement in Indo-China. A decision to fight there would boost sales, increase defense spending and probably lead to (Continued on page 48)

BILLY'S USED APPLIANCE OUTLET the APPLIANCE JUNGLE



Is your Ceiling Gathering Dust...or Dollars?

Put Your "Overhead" to Work With These Profitable Moe Light Display Deals



FREE MOE LIGHTS Offset
the Cost of Each Board
M-5050 CEILING MERCHANTISERS

Size 6' x 4'

DEALER COST OF FIXTURES \$ 99.95*
PLUS BOARD COST 29.95
DEALER COST OF ASST. \$129.90*

1 M-232 1 M-261 1 M-1341 1 M-1015 1 M-1081 1 M-1063 1 M-638
1 M-1222 1 M-1141 1 M-728 1 M-716 1 M-1208 1 M-882 1 M-460
1 M-1211 1 M-1041 1 M-1075 1 M-1073 1 M-222 1 M-428 1 M-458

TOTAL 21 FIXTURES... RETAIL VALUE... \$149.75

Moe Light will give you absolutely free—1 M-1222 32/22 W White & Chrome Instant Start Circline and 1 M-1231 32 W All Chrome Instant Start Circline (Retail Value \$30.20).

This offsets the \$29.95 cost of the display board.

MOE LIGHT OFFERS YOU EVERYTHING FROM COUNTER DISPLAYS TO COMPLETE HOME LIGHTING CENTERS

No matter which of these display deals you order, Moe Light will offset the cost of the display with FREE merchandise.

M-5052 Moe Light Home Lighting Center
Includes 105 Fixtures, plus display..... \$555.00*
M-5054 Moe Counter Display
Includes 16 Fixtures, plus display..... \$59.90*
M-5064 Moe Light Counter Display
Includes 14 Fixtures, plus display..... \$59.90*

*Prices Slightly Higher Denver and West.



**PUT LAZY WALL SPACE TO WORK WITH
THIS MOE MERCHANTISER**

Size 4' by 3'. You get 19 fixtures for \$70.95* having a retail value of \$105.90. The board costs you \$18.95. Moe Light gives you absolutely free...1 M-1222 32/22 White and Chrome Instant Start Circline (Retail Value \$18.95). This offsets the \$18.95 cost of the display board.

MOST EFFECTIVE SELLING AID EVER OFFERED FOR \$1.00

Put a copy of "Your Home and Inspiration-Lighting" on your counter and watch your sales increase. This 32 page book beautifully illustrated in glowing full color SELLS...it tells a convincing story with glamorous room settings, technical information, complete information on how to decorate with light. Send for your copy today.



MOE LIGHT, Dept. EM-6, Fort Atkinson, Wisconsin

Send me complete information on Moe Light Display Deals.
 Have your representative call on me.
 Enclosed find \$1.00 for "Your Home and Inspiration-Lighting." If I am not completely satisfied with the book, I may return it to Moe Light within 10 days and receive a full refund.

NAME _____

ADDRESS _____

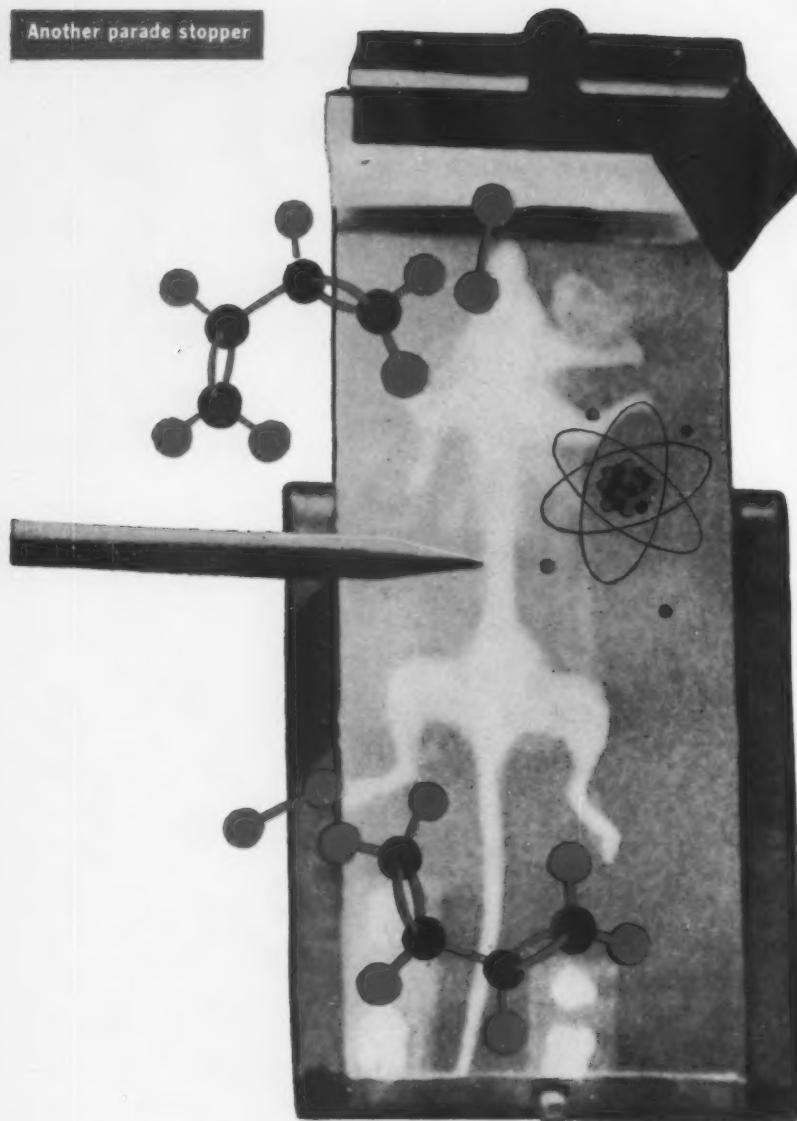
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MOE LIGHT
Fort Atkinson, Wisconsin
(Division of Thomas Industries, Inc.)
Plants at Fort Atkinson and
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Los Angeles, California

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This
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Another parade stopper



SLOW! ATOMS AT WORK

And over 9,000,000 people stopped to read a thrilling story.

This X-ray view of a mouse illustrated an interview with the top medical men of the Atomic Energy Commission. It appeared in PARADE, The Sunday Picture Magazine, and it stopped 8 in every 10 readers.

Week after week, up and down every street in 45 key markets, more than 13 million readers stop and read vital stories like this. They make

PARADE the best read publication in print, according to independent surveys.

Result: PARADE gives its advertisers more than twice as many readers per dollar of ad cost as any of the Big Three weekday magazines. And PARADE's impact on Sunday makes sales all week long.

PARADE... The Sunday Magazine section of 45 fine newspapers in 45 major markets... with more than 13,000,000 constant readers.



Economic Currents

"declines in business activity should be minor"

immediate attempts to increase stocks rather than cut them.

MORE UNEMPLOYMENT

Declines in business activity have been reflected in "key" statistics. Unemployment—one of the most widely discussed statistics in recent months—has been steadily increasing, but at a decreasing rate. It now stands at a little over 3.7 million. Rising unemployment, of course, means tougher selling of new appliances. And unemployment will take a big jump in June. Unemployment will probably go way over the 4-million mark—but there's no cause for alarm. The rise will be caused by the influx of June graduates to the labor market.

FEWER HOUSING STARTS

Another good example of the businessman's middle-of-the-road policy has been the reaction of the construction industry to the downward movement of business activity. Housing starts have followed this middle course. The number of housing starts, of course, is an important statistic to many appliance dealers. In the first quarter of 1954, the number of housing starts was just a little below 1953.

So far, consumers have held up their side of the housing market. The Federal Reserve Board's Survey of Consumer Finances indicates that fewer consumers plan to buy new existing nonfarm houses in 1954 than they did last year. But they plan to buy about the same number as they did in 1952—which was close to the peak for the postwar boom in housing. If consumers stick by their intentions, 1954 will be a good year for the construction industry.

Whether or not businessmen continue to be economic middle-of-the-roaders will depend in part on the course of consumer spending. Consumers have been buying smaller quantities of goods, partly because their incomes are down. Total sales of retail stores in March were about 5 percent below March a year ago. But all the signs point to a high level of sales in the months ahead.

BUT NO FEAR OF THE FUTURE

Consumers have continued to reduce their debt. Total consumer credit outstanding at the end of March had declined to \$27.2 billion. By comparison, consumers added \$442 million to their debt in March, 1953. Because of high repayments now, installment buying will lag behind last year's high level.

Thus, the economic middle-of-the-roaders—both consumers and businessmen—will apparently continue along the same course for some months and perhaps through the year. Declines in business activity are likely to be slow and minor, rather than sharp and drastic. In the past, industry has made recessions worse by running for cover when trouble comes, sharply cutting inventories and new investments. There's no sign of it this year. End

housekeeping

AMERICA'S BIGGEST BUSINESS—IS WELL SERVED BY

DELCO MOTORS

Delco motors are the servants in the modern American home. Tireless, they help to warm, to cool, to freshen the air . . . to wash and dry the laundry . . . refrigerate the food . . . perform countless other household chores. Delco motors are so widely preferred because they are out-

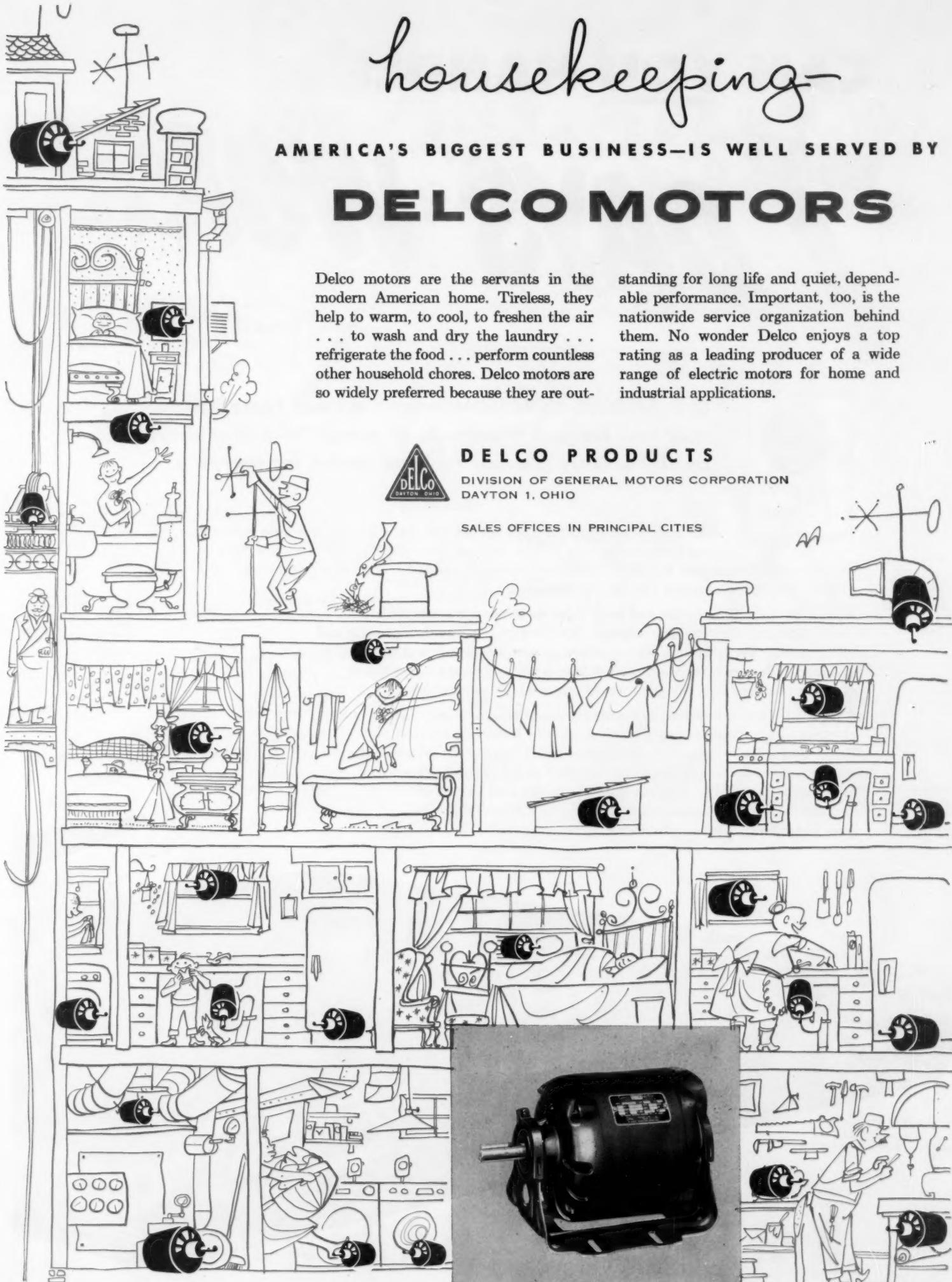
standing for long life and quiet, dependable performance. Important, too, is the nationwide service organization behind them. No wonder Delco enjoys a top rating as a leading producer of a wide range of electric motors for home and industrial applications.



DELCO PRODUCTS

DIVISION OF GENERAL MOTORS CORPORATION
DAYTON 1, OHIO

SALES OFFICES IN PRINCIPAL CITIES



CAN YOU HANDLE 7 DAYS' WORK



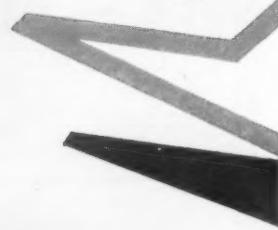
G.E. SHOWS YOU HOW—with a field-tested plan that has helped hundreds of other TV-radio service dealers. Only plan of its kind in the industry!

Authorities agree that the normal growth of the TV-radio service industry can bring an increase in your business next year equal to one extra day's work a week. To get your full share of this new business, and at the same time boost your profits, you need to organize now for top efficiency.

• How to begin, what to do, and how: these questions are answered for you in G.E.'s new **SUCCESSFUL SERVICE MANAGEMENT**. It's a complete plan for improving and strengthening your methods, with accounting, merchandising, and technical helps that service dealers from coast to coast have tested and found successful. If available commercially, this plan would cost you a substantial sum.

• General Electric, however, has made the investment in money and research—its purpose, to *help you help yourself* by becoming a better businessman. Know where you stand financially! Make every advertising and promotion dollar pay ample returns! Stay ahead of competition in technical knowledge! You can do these things with the aid of **SUCCESSFUL SERVICE MANAGEMENT**. See your G-E tube distributor!

Tube Department, General Electric Co., Schenectady 5, N. Y.



IN 6

NEXT YEAR?



EVERYTHING you need to set up an organized and efficient service business is included in G.E.'s **SUCCESSFUL SERVICE MANAGEMENT**. You learn step-by-step how to manage your—

BUSINESS PRACTICES . . . Are you sure you're making money? . . . Accounting for the TV-radio service dealer (a complete course, with all records and how to keep them) . . . Preparing your income-tax return.

MERCHANDISING . . . Why advertise, why promote? . . . Identification . . . Advertising . . . Direct-mail . . . Window and store display . . . other effective ways to increase your business.

TECHNICAL ACTIVITIES . . . TV trouble-shooting with an oscilloscope . . . Alignment techniques . . . U-h-f servicing . . . other technical instruction, all detailed in its treatment and fully illustrated.

Plenty of operating examples make it easy to understand and apply **SUCCESSFUL SERVICE MANAGEMENT**. Instruction is down-to-earth and practical throughout. For the first time, you have in compact form both an aid to scientific operation of your business, and a guide to its healthy future growth.

Your G-E tube distributor has **SUCCESSFUL SERVICE MANAGEMENT**. See him today!

"We find the business practices material especially good, and use the forms 100% in our bookkeeping."
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7126 Montgomery Road
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"Plan is very helpful and appreciated. We like the technical section especially well."
Cecil N. Chaney
Chaney Radio Service, Humansville, Mo.

"I have been delighted with the information sent us, and cannot at this time think of anything that would improve it."
David S. Hyde
1275 Broad St., Bloomfield, N. J.

"Information has been excellent and valuable, with the technical data especially useful."
Phil Miller, Television Workshop
6724 College St., Kansas City 5, Mo.

"I have been pleased with the service. It has been very beneficial."
Ralph Moore
1006 North 7th St., Leavenworth, Kan.

"This has been the most helpful material we have yet encountered. It is simply written and easy to understand."
Central Radio and TV Service, Inc.
209 S. Washington, Hastings, Mich.

"This material is the finest I have ever seen."
J. C. Wightman
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"Your manual has been a wonderful help."
Sterling Electronics
1414 Dix Road, Lincoln Park, Mich.

GENERAL  **ELECTRIC**

161-1A5

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Geared to go with Republic's
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Campaign

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Complete with all fittings



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Cash in now on this big, limited-time value. Bound to bring you quick profits because it's tied in with Republic's smashing 1954 MOST FOR YOUR MONEY national advertising campaign! Prospects are easily converted to customers when they see the super quality only Republic offers.

Your distributor has your complete BIG 66" promotional package. Contact him now or write Republic Steel Kitchens, Sales Department, 1012 Belden Avenue, Canton 5, Ohio.



Cabinets of Steel
for Lasting Appeal

REPUBLIC STEEL
Kitchens

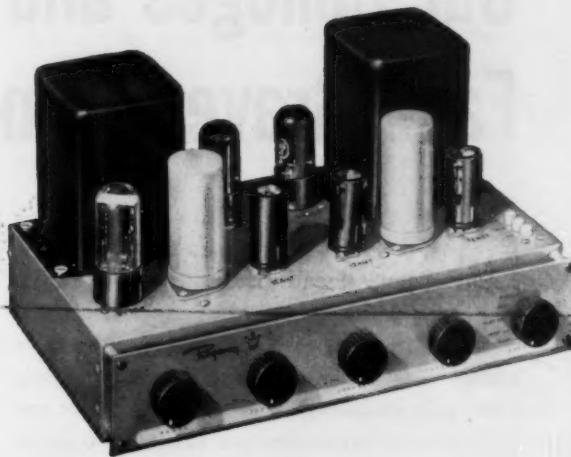
Visit our permanent display in
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Question?

How can you as a dealer sell high fidelity components profitably in your territory?

Only Regency has the answer.

Answer:



MODEL HF-150
amplifier \$99.50 AUDIOPHILE NET.

This sensationally priced genuine REGENCY amplifier is designed by the same laboratory and produced by the same men who produced the famous \$1000 REGENCY Model HF-1000 High Fidelity Ensemble and incorporates many of the innovations in design and features of performance developed for the \$1000 High Fidelity Ensemble.

Marketed under an especially developed distribution system that makes it economically possible for you to buy high fidelity components from your distributor for profitable resale to audiophiles.

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REGENCY DIVISION OF I.D.E.A., INC., 7900 PENDLETON PIKE, INDIANAPOLIS 26, INDIANA

FINANCIAL AID TO HIGHER EDUCATION

Our Colleges and Universities Face Grave Financial Problems

For the past decade the nation's colleges and universities have been caught in a destructive financial squeeze. It is particularly destructive for the independent, privately endowed institutions. Unless extraordinary measures are taken to relieve this squeeze, it promises to become progressively worse. To let it do that is to court a national disaster.

This is the first of two editorials devoted to the financial plight of our colleges and universities. This first editorial deals with the character of the problem, present and potential. The second will indicate some things that need to be done about it, and particularly what American business might do.

Enrollment Soars, Income Lags

In broad outline, the financial problem that afflicts our colleges and universities is simple. The demand for their services has increased rapidly, and promises to keep on increasing even more rapidly. At the same time, their financial capacity to provide these services has lagged behind, primarily because of price inflation.

Between 1940 and 1950, college and univer-

sity enrollment increased from approximately 1½ million to 2½ million—about 75 per cent. Over the same period, the educational income of these institutions, measured in terms of its actual purchasing power, increased only about 64 per cent. Thus, at the end of the decade, our colleges and universities as a group had, on the average, about 6 per cent less to spend per student than they had at the beginning. Meanwhile, the rapid advance of science and technology had made a good college or university course a much more expensive operation than it was in 1940. Since 1950, the latest date for which comprehensive figures are available, the financial squeeze on our colleges and universities has intensified, largely because of another wave of price inflation touched off by the Korean War.

Among the colleges and universities, the independent, privately endowed institutions are particularly hard pressed. In terms of actual purchasing power, the independent liberal arts colleges are now spending at least 20 per cent less per student than they spent in 1940. Public institutions of higher learning, supported out of tax revenues, have managed to increase slightly their expenditure per student. Otherwise, the financial squeeze on higher education as a whole would be even more severe.

Why Independent Colleges Are Hit Hardest

The principal reason why the independent colleges and universities are so hard up is the shrinkage in their income from endowments. These endowments, created in other days by gifts of generous benefactors to help pay the expenses of higher education, have been hit hard from two directions. During the war and post-war years, the tax collector took so large a part of the incomes and estates of wealthy people that this source of endowments has been greatly reduced. Over the same period price inflation cut in half the purchasing power of the income derived from existing endowments. In 1940 income from endowments provided 26 per cent of the total income of the independent colleges and universities. By 1950 it provided only 14 per cent. The figure is still lower today.

The financial plight of the independent colleges and universities is directly reflected in the salary status of their teaching staffs. In mid-1952 a national survey showed that, after adjustment for the increased cost of living, the salaries of those holding full professorial rank in these institutions were 12 per cent lower than they were in 1941-42. Junior teachers, with the rank of instructor, fared somewhat better. In terms of actual purchasing power, their salaries declined only 2 per cent over the 12-year period, largely because there is more direct competition for their services from industry. Over the same period, the real wages of industrial workers increased 55 per cent.

Time Will Not Provide a Cure

The plight of the colleges and universities, which is shared in some degree by all parts of our educational system, is not one that can be left to time for a cure. On the contrary, the financial problems of our institutions of higher learning will be intensified in the years ahead by the pressure of rapidly increasing enrollments. Present prospects indi-

cate that during the next decade college and university enrollment will increase by about one-third, or from 2 1/3 million to over 3 million. The problem of increased enrollments will become particularly acute toward the end of this decade when the babies born during the great surge of population in World War II are ready to enter college.

Such an increase in population as that now in prospect can be a tremendous asset to the nation. It is still a truth, even though it is worn a bit thin by frequent repetition at commencement exercises, that a nation has no resource more valuable than the education of its people. And the better the education, the more valuable the asset.

But to realize this, our colleges and universities must have the financial strength to handle the increased enrollments that face them in the years ahead. This means that we must relieve our independent colleges and universities, in particular, from the financial squeeze in which they are now caught and make them full partners in the economic well-being of the nation. Some of the means by which American business might help achieve this will be discussed in a second editorial.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments that are of particular concern to the business and professional community served by our industrial and technical publications.

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says **MR. W. K. PRICE**, Treasurer of Carolinas Auto Supply House, Charlotte, N. C., well-known distributor of Emerson, Deepfreeze and other appliances.

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Appliance dealers and distributors have learned through experience that they can look to the COMMERCIAL CREDIT PLAN for financing that's flexible, dependable and complete. Ask your distributor for a copy of our booklet, "More Profits with Sound Financing." Or, call your nearest COMMERCIAL CREDIT office.



My books show that although my volume soared in the nine months when I cut prices I was losing money and...

I FAILED AS A DISOUNTER

By CARL HAGSTROM

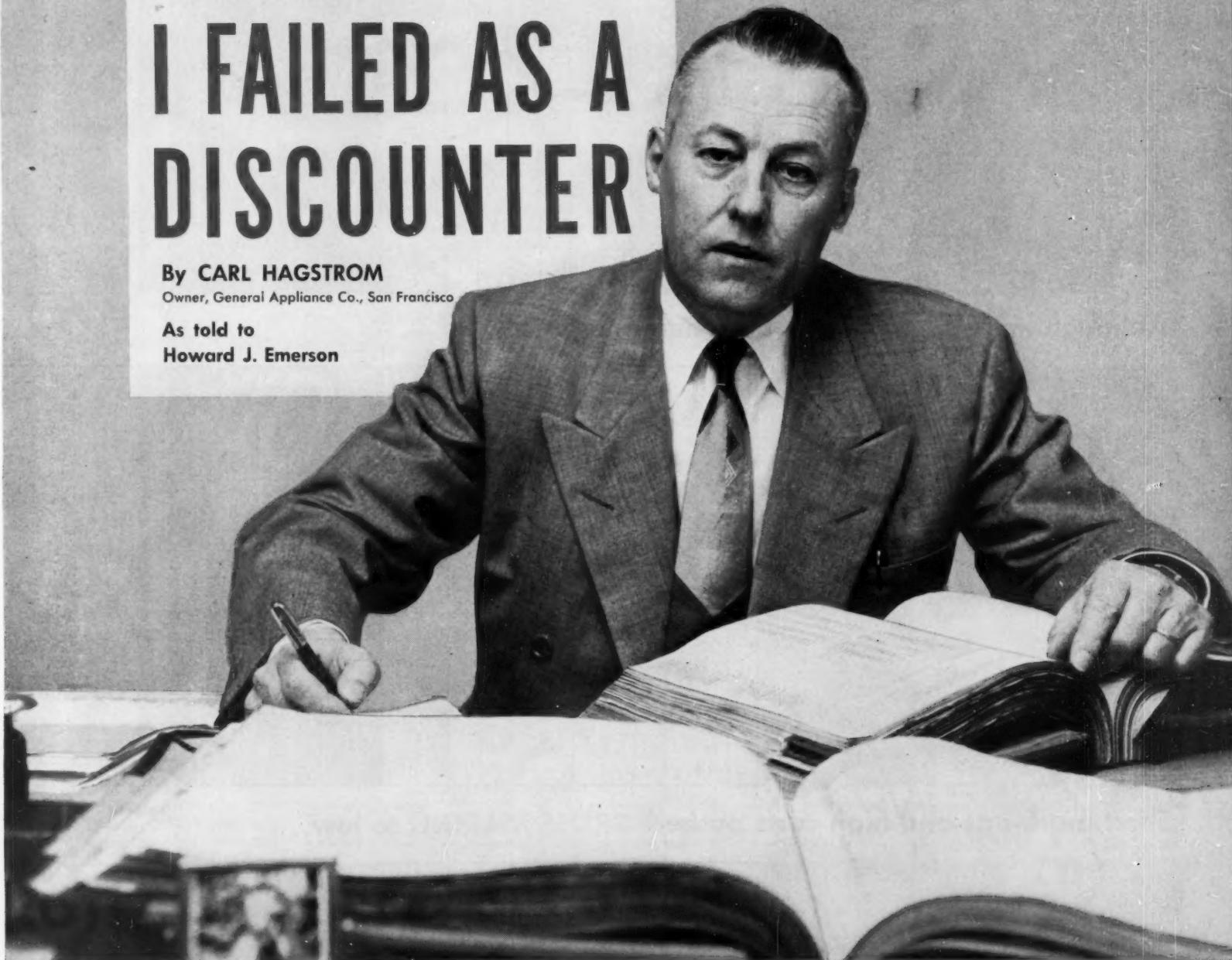
Owner, General Appliance Co., San Francisco

As told to
Howard J. Emerson

Electrical
Merchandising

Vol. 86

No. 6



- I became a discounter to meet the price competition that was stealing my customers
- I went into it with 31 years of experience, a bag full of tricks and a confidence that I could beat the price-cutters at their own game.
- But I found out that you can't lick the bootleggers by becoming one and here in my story are the reasons why

"I tried being a discounter—and lost money.

"For nearly nine months in 1953 I turned my 31-year-old appliance-TV store into an operation designed to meet or beat the price of any discount house in the area," admits Carl Hagstrom, owner of General Appliance Co., San Francisco, and vice-president and director of NARDA's national organization.

"For nine months I tried using all the tricks of buying, selling, and promotion that I had seen the discount houses use to take business away from me—and I kept as my extra punch

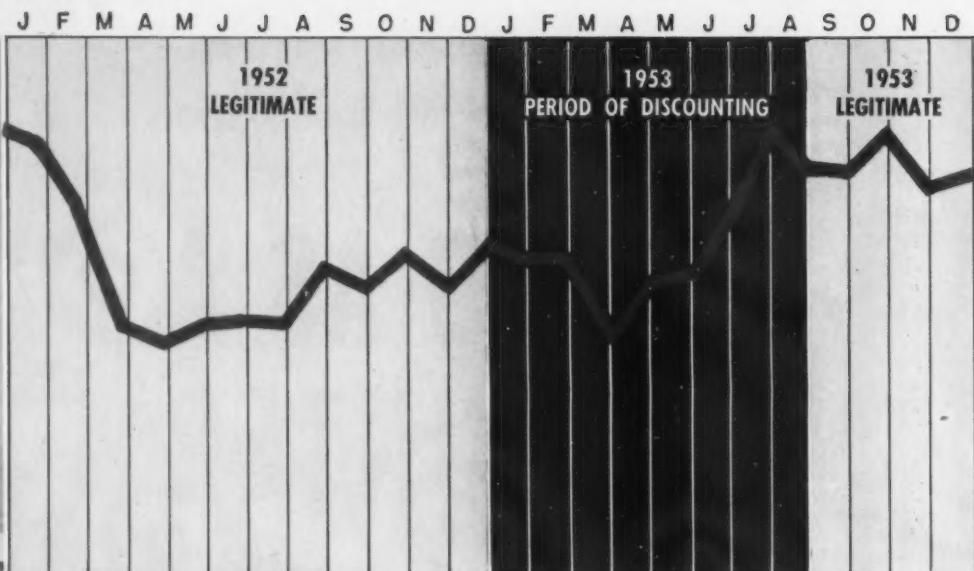
the services and facilities which had made my store the largest exclusive appliance-TV outlet in the city.

"As a discounter my volume went up, my turnover improved—but by the end of six months my gross margin had dropped 34 percent, my net profit had gone to 50 percent of the 1952 level. Before nine months as a discounter were through I was operating in the red.

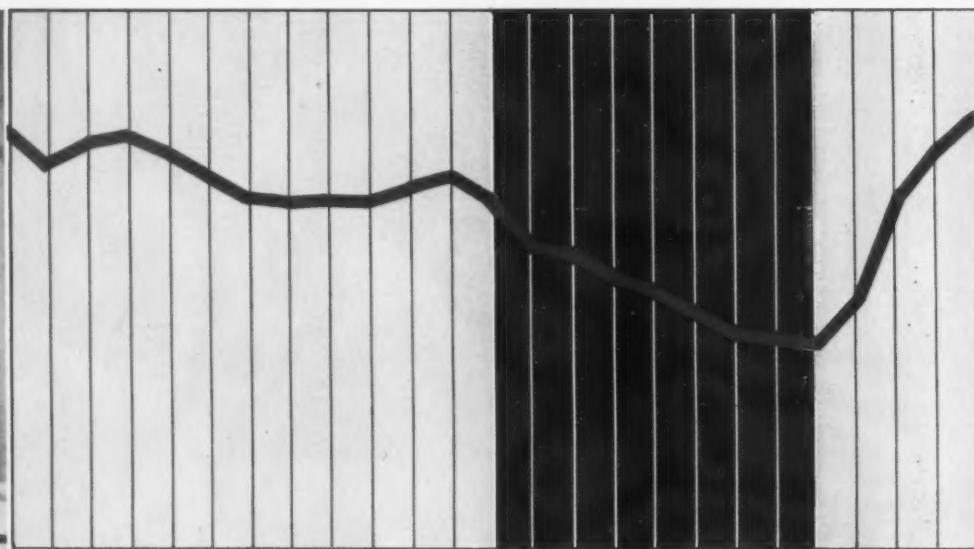
"At the end of almost nine months in which I lost face, lost reputation, and lost money, I went back to running a legitimate appliance-TV dealership which once again is making

MORE →
PAGE 57

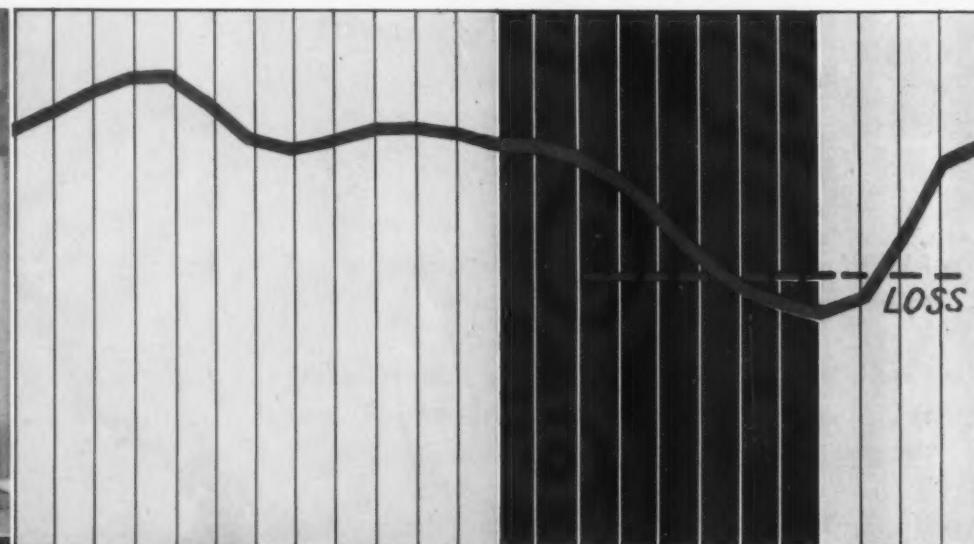
I FAILED AS A DISCOUNTER (Continued)



Although my VOLUME went up when I cut prices...



Short mark-ups and high costs pushed GROSS MARGIN so low...



That soon no NET PROFIT was left and my business was in the red

money and maintaining a strong group of customers. I had found through this experience that we as dealers cannot operate a 'house divided', part legitimate, part discount. I learned that 'going discount', no matter how great the temptation, is a futile move," Hagstrom reports.

"And I learned a lot more—the hard way—that might interest the many dealers who are on the fence now toying with the idea of meeting the bootleggers by becoming half-caste bootleggers themselves.

WHY I WENT DISCOUNT

"I began to run out of hope half way through 1952. Already I had lost confidence in much of the industry in which I had been working for 30 years. I began to feel that possibly I had lagged behind a trend in marketing, that both ELECTRICAL MERCHANDISING and Business Week may have been prophetic in asking 'is discount selling going to take over most of the durable goods field as a permanent marketing system?' Certainly if I wasn't really out of hope and low on confidence I was darn well discouraged. And there was good reason in 1952 just as there is today for a dealer to wonder if it is worthwhile to go on fighting to uphold a method of selling that is being undermined by consumers, distributors, manufacturers and even the dealers themselves."

Readers in almost every large market area in the nation will recognize from their own experiences many of the conditions which faced dealer Carl Hagstrom in 1952 and which culminated in his going discount on January 2, 1953. They are important because they are the conditions which strain a dealer's grasp on what is left of a legitimate operation, factors which leave him at the end of the year with little profit and less faith.

Consumers Are a Threat

Discount buying disturbed Hagstrom more than did the growth of discount houses. "The organized efforts of consumers to get durable goods at discount represents a more serious and far reaching threat to the legitimate dealer than does the long existing efforts of sellers to build a volume through price cutting," he says.

In 1952, in San Francisco, Carl Hagstrom had a better than average opportunity to witness the increase in discount sales. As co-owner of Holm Appliance Service, he was the service contractor for a distributor of one of the top national brands of appliances. Daily his men were being called to install or service more and more appliances—ranges, dishwashers, garbage disposal units, automatic washers—which the consumer had purchased from known discount houses or from the distributor's backdoor operation. Originally established as a service organization to handle delivery, installation and service for non-servicing franchised appliance retailers, the Hagstrom-owned operation had become the means of fostering the discount house by enabling it to overcome

the installation-service objection raised by some discount buyers. He and his partner-service manager Carl Holm had developed such a satisfactory operation that it had become a Frankenstein monster turning on its creator as an instrument working toward the destruction of General Appliance Co. as a legitimate appliance dealership. It was logical that Hagstrom would consider the possibility of getting some of those sales in the same manner as the discount houses.

No Honor Among Distributors

Growing in number, also were the sales of appliances and television by the distributors in the San Francisco-Oakland area. This was a situation new only in degree. One distributor, whose brand of white goods was one of Hagstrom's franchises, openly operated a "blind" company at the same address as the distributor, through which all "courtesy" sales were handled. Sales of appliances and TV to the personnel of industrial and commercial concerns who were electrical supplies customers of combination distributors had reached an all time high. The thousands of jewelry, hardware, variety and other electrical housewares outlets could buy for themselves, relatives, friends or neighbors any major appliance or TV from the distributors who solicited their electric housewares business.

Like dealers everywhere, Hagstrom looked to the utility for support of those legitimate appliance outlets which could be counted on to support utility load building campaigns, could be counted on to create sales of electric and gas consuming appliances and could be expected to install and service them. Hagstrom knew the utility executives, served with them on local committees, joined in activities of the Northern Calif. Electrical Bureau, was one of the few appliance dealers attending nearby meetings of the Pacific Coast Elec. Assoc. Maybe for that reason, Hagstrom seemed to be pointed out as "the place to shop" for utility employees—the place to shop for model number, comparison of brand, and to ask advice and procure spec sheets before going to any one of the distributors with whom the utility had made arrangements for less-than-dealer-cost sales of those appliances currently being promoted by the utility.

This more or less nationwide practice, however, might be taken in stride. What hurt was the existence of facilities within the utility that enabled an employee to buy at little if any above dealer cost most of the appliances and television distributed in the area. Although these facilities for discount buying were not sponsored or officially recognized by the utility management, employees had no hesitancy to talk about them when shopping General Appliance and other northern California dealers to get information and spec sheets.

Buying Clubs Killed Spirit

"Buying clubs had developed to such a degree by 1952 that they rep-

resented the biggest problem to us in our relationship with prospects," says dealer Hagstrom. "Actually, the impact they were making on our sales was one of the most important factors in making me decide to join the discounters in 1953."

Automatically eliminated from the prospect list of General Appliance was his percentage of the 200,000 families in the Bay Area who held membership in the Union Buyers League sponsored by the CIO-AFL labor unions. His share of prospects among the "white collar" and the "big income" families was diminishing gradually as the employees of such large local concerns as Standard Oil Co., United Air Lines, Matson Steamship, Bethlehem Steel and Pacific Tel. & Tel. bought more and more of their appliances, television and other goods through their "buyer's club" or through arrangements made by the company purchasing agent or personnel manager.

By Sight, Not by Order

Within four blocks of General Appliance Co. are the offices of city, county, state and federal employees. The annual payroll of the state employees alone is in excess of \$30,000,000 a year. Carl Hagstrom knows thousands of these civil service employees by sight, but not by order. His store long had been the happy shopping ground at noon and late afternoon for everyone from federal agents to sanitation clerks—prospects qualifying their needs before placing their orders with one of the many discount houses soliciting their business either through personal contact or through advertising in the civil service magazines.

Banks think more of Carl Hagstrom, for his excellent financial stability and for the paper he sells them, than Hagstrom thought of the banks then in '52. At least two of the largest banks in the city operated buying clubs for their employees, with a representative in each branch. Within a block of General Appliance Co. there is a branch of the Bank of America where Hagstrom kept his account, arranged for flooring when necessary, and turned over consumer paper. The employees knew Hagstrom by sight. And Hagstrom knew the employees by sight and knew the brand, model and price of most of the appliances and television they purchased—knew it because they would ask him for advice or look over his display or get spec sheets before going to the discount houses that honored their bank employees' buyers club card.

You're Crazy If You Don't

"As the fall of 1952 came, my bookkeeper showed me preliminary estimates that indicated our gross volume for the year would be down, and our net profit would be off slightly. Immediately I blamed it upon the discount houses, and threw in a few choice words about the marital status of the parents of distributors and manufacturers. I looked at past grievances and began to justify an idea I had been considering for several

months—that of 'going discount'. I believed that I could beat the discount houses at their own game—that I could also make many of the distributors' shady practices serve me instead of hurt me. My only worry, and it wasn't very serious, was whether my distributors would object to my 'going discount.' Maybe they felt that discounting should be reserved for those people working out of catalogs, out of side street warehouses, out of their hat, or from the back door of a wholesaler. This worry was dispelled quickly by a suggestion I received from the distributor whose national brand of white goods had top position on my display floor. He said: 'Carl, you're crazy if you don't set up a discount operation. It's a national trend. Anyone who is going to stay in the appliance business must learn to operate on shorter margins and make it up in volume—after all it's dollars we're working with.' This distributor supplied a set of price sheets for me—showing only one column with the highest dealer cost for each item in his line. These were to be used in showing my 'cost' to a customer while I bought from this distributor at car-load price.

HOW I OPERATED AS A DISCOUNTER

"It's so easy to 'go discount.' From past experience fighting the bootleggers you have learned where they look for business. You know just what their customers want because you have been talking to many of them when they 'shopped' your store. You know from the grapevine and from talkative discount house operators how they get their merchandise, what they pay for it, and what tricks they use in buying and selling," Carl Hagstrom explains.

"And then you know in advance that you have an edge on the discount house—you are able to offer display, demonstration, installation. You have the magic word 'guarantee' that every buyer would like to have if it doesn't cost too much. All you need to do is set up a price structure that will interest the discount buyer, and then go out and let him know that you want his business.

"By the end of 1952 I had my initial order of discount cards printed. To maintain an aura of respectability I called them 'booster cards' which offered 'purchasing privileges'. Because the cards didn't mention the word 'discount'—as much as it was inferred—I could list on the back of these cards nine of the major brands for which General Appliance was franchised," Hagstrom reports.

Sales Job: Placing Booster Cards

Issuance of 10,000 of these "booster cards" represented part of Carl Hagstrom's strike at the "buyer's club" market, the organized discount-seeking consumers to whom a special privilege buying card is more valued than a social security card. Issuing these cards became his personal sales job, seeing that they reached the buying club representative, purchasing agent, per-

MORE →

I FAILED AS A DISCOUNTER (Continued)

sonnel manager or other distributing agent in the large commercial and industrial concerns in San Francisco and nearby suburbs. Eventually his booster cards were being circulated in such companies as Bank of America, The American Trust Co., Matson Steamship, Bethlehem Steel, United Air Lines, Pacific Telephone, etc.

Pending some evidence of the success of this venture, Hagstrom did not attempt to circulate booster cards in those several organizations where a sizeable fee must be paid to the person controlling the distribution of the cards, or where an agreement must be made to kick back to the buying club representative a percentage on each sale made to an employee of that company. For the time being Hagstrom also avoided going through the well-known technicalities involved in becoming one of the 100 or so retailers approved by the Union Buyers League.

A Kind of Commercial PX

Priority on Hagstrom's promotion list went to the "Mainliner Club", an organization of the employees of United Air Lines which has its system maintenance base at San Francisco airport. It is an excellent example of the "super duper buying club", and one which should interest appliance-TV dealers in every city served by UAL because the buying and selling at discount by the Mainliner Club has been considered for extension to every city where UAL has employees. The Mainliner Club is a non-profit organization incorporated in California. It was developed by the personnel department of UAL as a morale builder and to raise money for employee dances and picnics. In order to raise money, the Mainliner Club operates a PX-type retail store on UAL property. In this store, club members can buy at 10 percent above cost much of their personal and household needs. They distribute 5,000 copies of the Mainliner Club Buyer's Guide which lists in paid advertising 35 merchants who will grant holders of a Mainliner Club card "special consideration".

When he went into outright soliciting of discount business, Carl Hagstrom cut his newspaper display advertising volume by about 50 percent. The 25 percent of his budget saved that way more than covered the cost of his "booster cards" and enabled General Appliance Co. to start new advertising campaigns in media more suited to a discount operation. He took space in the semi-annual "Army and Air Force Telephone Directory" for the Bay area, offering discounts to military personnel. A 2 1/2-in. advertisement in the UAL Mainliner Club Buyer's Guide cost him \$20.00 and made him one of the merchants to "patronize and save money". The magazines published for civil service employees were media used by Hagstrom to call attention to his new policy of operating as a public benefactor with special privileges to the buyers.

"No longer was I advertising as a franchised dealer, sharing with dis-

tributor and manufacturer partners the cost of developing a market for the products we jointly wished to sell. This advertising had to carry the theme long set by the discount houses in whose field we were now competing—we could no longer feature product story or brand superiority, our pitch had to be on 'price', 'savings', 'largest selection', 'all brands', 'special consideration', 'purchasing privileges', 'save money'."

Carl Hagstrom couldn't overlook the steady stream of "shoppers" who had annoyed him so long in their use of his display room and literature racks enroute to their discount house source of supply. Now he was in a position to make it silly for them to shop here and buy elsewhere. For a position visible to the whole sales floor, Hagstrom had a sign prepared. It stated: "GUARANTEED PRICES. If obtainable in San Francisco for less, difference will be refunded."

PRICING A DISCOUNT OPERATION

"There is a basic difference in pricing when operating as a discounter. As a legitimate dealer one starts with the suggested list price established by the manufacturer. When there is any price concession to the purchaser, through gifts, over trades, or any of the many ways in common use, it is a percentage off list. The dealer thinks of it that way, so does the customer. But as a dealer working as a discounter, and openly soliciting that kind of business, he must work from cost up. The final price acceptable to dealer and customer is a percentage above cost. In negotiating the discount sale the prospect makes his effort toward getting the product as near dealer cost as possible. When he senses that he has got the rock-bottom price he tries to improve on it through getting something free. The dealer, in the meantime, has been working toward getting as much as possible above his cost. And when he has to give a small percentage to get the sale he starts trying to improve his position by add-ons—above-average charges for delivery, installation or service, for example," Hagstrom explains.

Set Price Three Ways

During the period that General Appliance Co. operated as a discount source, Hagstrom used three methods of pricing. He tried first to keep as much as possible of his regular trade, working from list price and offering all the personal services and attention that had made his store a success. As a discounter he offered his goods at 15 percent off list, and tried to meet the competition of the discount houses by including on these sales delivery, installation and service. Then for the customers who demanded goods at 10 percent above dealer cost—and these represented 80 percent of Hagstrom's discount sales—he added the following charges: incoming freight, delivery to home, home demonstration if any, and a year's service labor. Such sales aver-

aged out at 17 to 20 percent below list. Of course, the cost figure shown to the prospect was that on the "first column" of the distributor's sheet regardless of the price at which the merchandise was purchased. Computing the extra charges was based on what the traffic would bear, how hard it was to get that particular sale, and at what price the goods had been procured. (A year's service labor contract on a refrigerator varied from \$5 to \$15.)

These methods of pricing brought some problems to the sales floor. The discount buyer sought not only a price break, he wanted it on low-end goods advertised nationally by manufacturers as leaders. Hagstrom and his store manager often had to "sell up", even in a discount operation. On the low end television models it was necessary to nail them to the floor or tie-in a 90-day service policy that included enough profit to make the sale possible.

BUYING FOR A DISCOUNT STORE

"When you 'go discount' you can really let your hair down in buying stock. Anything goes," Carl Hagstrom recalls. "And you get plenty of assistance, particularly from distributors. When the word got out through the trade in San Francisco and Oakland that General Appliance had gone discount, we began to get 'phone calls from distributors of brands for which we had never been considered for a franchise. Each distributor had a 'good buy' for me—a dozen dogs here, a gross of obsolete models there. Some offered me their current models with an extra 10 percent or some trading dollars after this distributor had finished loading his franchised dealers.

"To put myself in a competitive position in the discount field, I began to buy more middle-bracket merchandise, more close-outs—anything that had a high mark up. Top bracket models are not to the discount buyers' tastes, so in spite of the spread in these goods I could stock only enough to meet the needs of what was left of my legitimate trade. Middle bracket models make up most of the discount trade, both as I was operating and in the discount houses. The discount buyer can be moved up to it, and there's enough margin to make it seem worthwhile to handle the sale. Of course, anything that is better than end-column gives the discounter a chance to sell at 10 percent above cost (first column to the buyer) and, at least for the moment, think he has some money out of the transaction."

Buy From Builders—or Anybody

However, when Hagstrom says that in buying for a discount operation "anything goes", that includes the distributor as a direct source of appliances. During his period as a discounter Hagstrom joined the discount houses in buying from many sources other than the distributors or factory branches. Building contractors and

apartment house owners were excellent sources of current model merchandise at considerable saving. He bought much of his refrigerator stock from apartment house owners, getting anything he wanted at about 10 percent better than the best price the distributor would give General Appliance as a franchised dealer.

Building contractors were the best source of dishwashers, cabinets, garbage disposal units, and automatic washers. For example, a garbage disposal unit listing at \$124.95 had a dealer cost to General Appliance of \$78.72. Hagstrom's regular price from a local building contractor was \$50. To the uninitiated it might be assumed that this was an undercover operation. For these purchases from builders and apartment house owners Hagstrom merely had to phone the purchasing agent or manager of the concern, list his needs, and they would be relayed to the distributor. The goods were picked up from the distributor's dock by General Appliance Co. trucks. Nobody could complain except the distributor's salesmen who could expect to get a commission on General Appliance Co.'s orders. The distributor had sold to a special account in the manner approved and encouraged by the factory. Hagstrom made an extra 10 to 33 percent, and we can assume that the contractor or apartment owner had handled the transaction for something more than love of humanity.

Franchises Are a Laugh

Another change showed up in Hagstrom's buying—and selling. Many discount buyers have a brand and model in mind when they go to the discount house or, in the case of General Appliance, a discounting dealer. And they are not easily swerved. Also, the dealer is out for a quick sale and he can no longer afford to spend the time or money necessary to promote any particular brand. Brand loyalty goes out the back door when a discount sign goes on the front window. If the prospect insists on a particular brand and model, get it for him or he will go elsewhere. Hagstrom did just that. No problem involved. No unmarked truck sneaking up to the backdoor of a friendly dealer franchised in that brand. He just 'phoned the distributor of that brand, arranged a will-call, and the General Appliance truck picked up the appliance and delivered it to the discount buyer.

WHY DISCOUNTING WASN'T PROFITABLE

It would seem to almost any reader, as it did to Carl Hagstrom in early 1953 that here was the answer to competing with the discount houses and backdooring wholesalers and to getting his share of organized discount-seeking consumers. He had joined the discounters in the market place, and he was using those valuable facilities of the legitimate dealer-trained personnel, attractive displays, convenient location, service and delivery facilities—as a competitive weapon that would (Continued on page 80)



Intensive promotion at Morehouse-Fashion, Columbus, overcomes fifth-floor location handicap and helps . . .

Colored Refrigerators Draw a Full House

By N. BLECKER GREEN



PLANNERS Jack Bunker of Frigidaire and Morehouse-Fashion's Arthur Stiffler and Norman Keller got whole store behind Colorama promotion.

TO lure several hundred persons into the store and up to a fifth-floor display of colored appliances, Morehouse-Fashion, Columbus, O., recently used a carefully planned promotion with 14 different kinds of bait, some of which are shown in the pictures on the following two pages.

The big Allied department store, pegging its "Colorama" event on the premiere of Frigidaire color-styled ranges and refrigerators, started out with newspaper and TV advertising and followed up with traffic-building displays, salesmen's incentive contests, and free gifts designed to get the visitor's name on the prospect list.

The promotion involved more than just the appliance department. Merchandise manager Arthur Stiffler knew that getting people to ride the escalator up five floors to see colored refrigerators and ranges would be the toughest part.

Stiffler, major appliance buyer Norman Keller, and Frigidaire's Jack Bunker enlisted the help of all other Morehouse-Fashion departments. A contest was set up to inspire in-store referrals, many of the clerks were given small Frigidaire pins to wear,

and some colored appliances were posted at strategic positions on lower floors.

A special breakfast meeting was held on the morning of the opening day of the "Colorama" show, so that salesmen could be briefed and given a pep talk. They were informed that they could compete in a contest, offering a cash prize and based on their ability to build a "poker hand" with cards received for each prospect secured.

Once they got the customers on the fifth floor, salesmen moved in with free balloons for the children and free copies of famous paintings for the housewives who would leave their names and addresses on the prospect list. The paintings were delivered personally by the salesmen, who, once in the prospect's home, could look over the appliance setup and give their pitch.

Stiffler explained that while "we like to be first with the new," the "Colorama" event was designed to do more than sell colored appliances. Few color sales were made in the first week. But over-all sales of appliances were excellent, and Morehouse-Fashion was satisfied that the promotion would have valuable long-term results.

To see how they lured prospects upstairs, turn the page →



THE LURES

Outside the Morehouse-Fashion store, passersby were attracted, if not stopped, by a big marquee sign advertising the display of colored appliances.



CUSTOMERS coming in the doors of the store were lured to fifth floor Colorama display by strategically placed signs and pretty girls who were kept busy passing out product literature.



SIDEWALK traffic was stopped by demonstrations in a window where a girl pointed out features of the new colored refrigerators and ranges with the aid of flip charts on an easel. These 15-minute pitches were made throughout the day.



SALESGIRLS in other departments, some who wore Frigidaire pins, were encouraged with incentives to pass out literature and refer customers to the fifth floor display of colored appliances.

FINAL LURE, at the foot of the escalators and right next to a well-attended cosmetics demonstration, was a hot-spot display of two of the new colored refrigerators which drew prospects up to the fifth floor where salespeople could begin to capitalize on the promotion.



COLORED REFRIGERATORS (continued)



THE BUILDUP

All prospects who were lured to the fifth floor got a complete pitch on the ranges and refrigerators and their children received free balloons.



FREE COPIES of famous paintings were promised to all housewives who signed prospect cards giving their names and addresses. Sales manager John Glass tells his prospect he will deliver the painting in person to her home.



THE SALE

Opening wedge to cultivate the lead developed in the store is delivery of the selected painting. Few colored appliances were sold, but overall appliance sales were good.



A SPACE CHECK made by Glass shows prospect how new Frigidaire will fit in space occupied by present refrigerator, works her closer to sale and a culmination of store's intensive promotional activity which began with a full-page color ad.

End



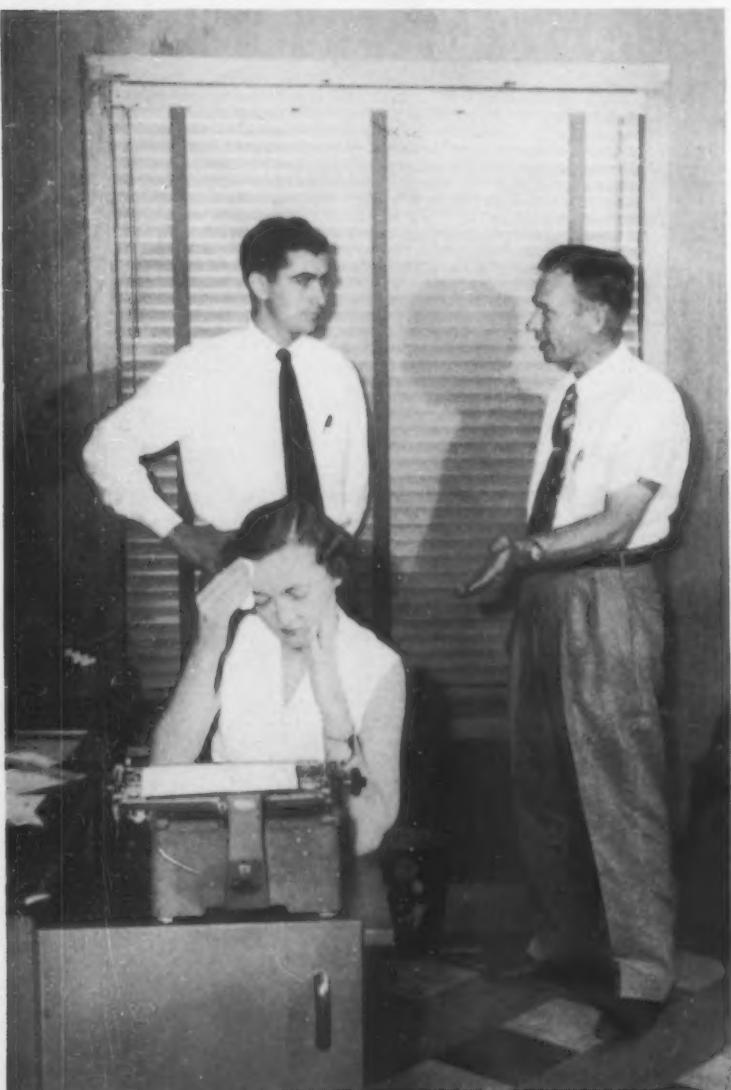
FINDING PROSPECTS

Advertising, on which Gulf spends \$6,000, is the single biggest factor in finding prospects, and dealers like Bill Reynolds (center) of Navy Point Stores, can get additional co-op advertising above the free quota supplied.



CLOSING SALES

Tough prospects are often brought by dealers to Gulf Electric's own showrooms where the distributor's experts provide demonstrations and sales assistance which are designed to help dealers like the one shown at the right get another order.



CREATING THE DESIRE

Convincing a businessman prospect that a cooling unit can improve the efficiency of his secretary is a vivid example of personal contact methods which Gulf Electric and sales manager Simpson use to create a desire.

These five pictures of Gulf Electric & Hardware

They Help

By AMASA B. WINDHAM

ONE of the big reasons for the excellent sale of air-conditioning units in the sparsely-settled Florida section west of Tallahassee is Gulf Electric & Hardware Co., distributors for Mitchell in the Pensacola area. This aggressive firm, which serves approximately 50 small dealers in its territory, has developed from a minor merchandiser of 15 units in 1946 to a progressive organization which will move more than 1,500 units in 1954. (The company's initial order was for 2,000 units, but delivery of little more than 1,500 is expected.)

"Through experience we have found what we believe are the five best ways to help our dealers in merchandising," says Harry W. Simpson, sales manager of the firm. "Summed up, it amounts to this—we help them create the desire for air-conditioning, we help them find prospects, we help them close the sale, help them with the service program and help with wiring problems.

"Of course, we also utilize most of the long-established methods of demonstration and display help, but we feel that the real success of our selling organization is due to the constant practice of these five merchandising factors."

Desire Created First

1. **Creating the desire.** Hundreds of potential new buyers must first be sold on the idea that air-conditioning is

something more than luxury, especially in Florida where because it is very warm or hot 10 months of the year, people regard warmth as a natural and to-be-endured state of affairs.

Gulf Electric & Hardware Co. helps its dealers put over this important point through institutional ads, displays, personal contacts and emphasis on the escape-from-heat-and-dust angle. Business houses receive literature pointing up the increase in efficiency shown by workers in air-conditioned offices. Hay fever and allergy areas are thoroughly circularized as well. Dealers are encouraged to air-condition their own display and show rooms to impress customers with the comfort of proper cooling, and special sales talks are devised. These talks follow the line of argument that when the potential buyer travels about he rarely bothers going to movie houses, restaurants or hotels which are not air-conditioned, so why shouldn't he have the same comfort at home at a relatively small outlay?

An impressive move toward creating desire is the company's efforts to convince banks, bankers or financing firms who handle its dealers' paper that air-conditioning is as much of a necessity to the average humid-area household as a refrigerator or home freezer, and that the best credit terms should be extended to these buyers which will in turn, of course, stimulate their latent buying desire.



SOLVING THE WIRING PROBLEM

Inadequate wiring is responsible for most installation trouble in Gulf's areas. Simpson and service manager McCrory teach dealers to make six-point surveys and sell proper wiring.



SERVICING THE UNITS

A guarantee of one year of free service on everything but the refrigerant system can be offered by every Gulf dealer because the company made arrangements with a service firm to take care of every unit sold in the area.

operations in Pensacola, Fla., show how . . .

Dealers Sell Air Conditioners

2. Finding prospects. Because the majority of buying prospects comes from advertising, says Simpson, Gulf Electric & Hardware Co., will spend in excess of \$6,000 this year in order to carry its air-conditioning message to every dealers' home section in its trade territory.

"Every cent of the \$6,000 and possibly more, will be spent directly for the dealer," explains Simpson, "because we pay for all of his advertising on Mitchell air-conditioning units. He is, of course, allotted a certain quota for advertising at the beginning of the year and as he uses it he bills us directly for it. But should he find it necessary or advisable to exceed his allotted quota, we will stand 50 percent of the over-quota advertising expense."

This advertising money is spent in five ways, according to Simpson. Two daily newspapers and three weeklies in the sales territory carry periodical advertisements; radio and television stations present special programs and spot announcements; large billboards along the highway plug the product; trailers or "minute movies" are run by various motion picture houses, and a continuous stream of direct mail pieces goes out to a selected mailing list provided by dealers.

All leads or information which may be developed into leads which come into the office as a result of these various forms of advertising media are passed on to the dealer in the area in

which the lead originates. The company's sales representatives who travel the territory make follow-up checks on the leads to make sure they are properly handled and to assist the dealer in closing the sale, if necessary.

"And there's no back-door selling in our organization," declares Simpson. "Our dealers will sell every air-conditioning unit we can supply them and there is always a shortage before the end of the season."

3. Help in selling. One territory-wide sales meeting is held in January each year by Gulf Electric & Hardware Co., in Pensacola. This day-long meeting is to introduce the new models and improvements, to get dealers toned up for selling, to smooth out general sales problems and to outline the company's plans for promotion during the year. In addition, sales meetings are held in the dealers' stores throughout the year, averaging one each week.

The distributor salesmen who conduct these dealer meetings bring all the latest ideas and techniques of selling to the retailer's staff. They stress the dependence on pre-selling, since free home demonstrations and free trial periods are not offered.

One of the best business-getters which Gulf has found is to teach the dealer's salesmen how to make a correct survey of air-conditioning needs in the potential buyer's home. On inquiry, the salesman armed with the

knowledge of how to make an accurate survey, estimates exactly what size and type of air-conditioning unit is needed to take care of the job and is able to report to the customer just what this need is and how much a complete installation job will cost him. No charge is made for the survey, regardless of how extensive it may be.

"If the salesman is able to do the survey correctly," says Simpson, "there are no back-kicks from dissatisfied customers and no complaints about the efficiency of the unit's operation. We therefore strive to see that each of our dealers' salesmen becomes adept at making a pre-installation survey."

4. Service for the dealer. Gulf long ago realized that easy and convenient service is a major factor in boosting dealer sales. The company wanted every one of its retailers to be able to guarantee one year of free service (on everything except the refrigerant system, which carries a five-year free warranty service guarantee), to every buyer of a Mitchell air-conditioning unit.

In order to do this, the distributor made a tie-up with one of the largest and best known service depots in the trade territory, Pensacola Refrigeration Service. This firm, headed by a veteran service man and manned by 10 highly trained specialists, keeps up free service for one year on every unit sold. This guarantee is given to the buyer at the time of his purchase.

Dealers are authorized to contact

the service depot when necessary, without going through any other channels. Frequent consultation between the distributor and the service depot head assures smooth relations with the dealers and affords the distributor a certain amount of supervision over the service work done.

5. Help in wiring problems. "Wiring has accounted for 90 percent of the trouble we've had in this area," explains Simpson, "through inefficiency, insufficiency or inadequacy. That is why it is important to teach what size wiring will carry the proper size air-conditioning unit."

Here again, is where the preliminary survey proves its worth. The dealer is taught to work out the proper wiring needed on calculation sheets provided him by the distributor so that he can say to the buyer: "Here is what you need—and why."

The survey, as worked out by Gulf Electric & Hardware Co., calls on the dealer to do six specific things. These are (1) carefully follow the manufacturer's installation instructions as to wiring and fusing; (2) be sure the characteristics of available power (voltage, AC or DC current, phase, cycles) are suitable for the particular unit desired; (3) check the power supply (for satisfactory operation, voltage supplied to the unit should be within 10 percent of the nameplate voltage); (4) be sure the wiring is adequate

(Continued on page 92)



FOOD PLAN

PROSPECTS are interested primarily in buying food rather than a freezer, says St. Paul dealer, Jerry Minea. That's why . . .

He Sells Food First

This pre-sale emphasis on food instead of freezers and an effective compensation plan for the firm's salesmen have enabled Minea to run his home freezer volume into a half million dollar yearly business



1 A battery of telephone girls and door to door calls are used to obtain leads which are set up for evening call-backs by



2 Outside sales force which handles all the firm's selling. Each salesman average a total of three calls per evening.

THE pictures on these pages show how St. Paul dealer G. F. (Jerry) Minea runs a half million dollar freezer business.

But in none of the pictures will you see a freezer.

That's because Minea considers the freezer a gimmick and the business of feeding the family the serious consideration. And because he feels this way, Minea has built his selling around food.

This approach has been combined with an effective outside selling program by Minea and the result is a food plan which moves freezers in quantity.

Food Background Helps

There would probably be no story if Jerry Minea had not sold sausage casings and was thus familiar with the meat business. His boyhood experience in peddling aluminumware helped. Both gave him a serious appreciation of the housewife's problems in feeding her family.

Minea tells prospects that the family can buy a food freezer without spending any extra money; he points out that even families who do their purchasing from supermarkets are not buying food at the lowest cost. Minea shows the housewife that hotels, restaurants and other such establishments do not purchase their supplies from supermarkets. He suggests that by using his plan, the family, by purchasing its food in quantity, can get the lowest price. (The words "quantity buying" and not "wholesale" are used.) The spread between the quantity price and what the customer is now paying is enough to cover the payments on a freezer. Freezers are bought without any more outgo of money.

That's Minea's pitch. It is repeated again and again.

In his presentation a Minea salesman lets the husband and wife figure the deal out themselves. The family puts down its own figures on what it is spending for food. Approximately one third of the average income goes for eatables. The salesman knows that in the business of feeding the family about 60 percent of the outgo is for perishables and 40 percent goes for staples. If a family has a salary of \$375 a month, in a family of four about \$125 goes for food. Of this \$125 about \$50 is staple money and \$75 goes for perishables.

Each family gets an individual analysis of its eating habits, by the day or by the week. The "food consultant"—for so Minea men are called—checks over a breakdown of food items and builds up a list of what the family likes and uses.

In his presentation Jerry Minea finds it best to take a sheet of paper, tear off one third and say that this represents the amount of money spent for food by the average family per month, one third of the family income. He tears this small piece down again, to illustrate how much of the family's food is of a perishable nature and can be kept by refrigeration.

Closing Sales

Where the husband is unfriendly, the salesman has his wife call the home 20 minutes in advance of the salesman's arrival, and say, "Is Mr. So-and-So there? Will you have him call his office when he arrives?" Salesman is invited in to use the phone, gets inside the house and puts on his pitch. The experience of the firm is that one out of four leads are sold and about 89 percent of these are sold on a trial close.

At least 10 percent down is collected on the freezer sale, and notes made out for the food and a condi-

tional sales contract covers the freezer. The bank holds back five percent for reserve.

Information that must be obtained by the salesman on the sale of a new freezer includes: (1) Location of freezer; (2) Any wiring problems; (3) Date of both food and freezer payments; (4) Salesman's name.

Things that kill the food plan for competitors, says Minea, are high interest rates, short weight and off-brand food.

Finding Prospects

Minea's, which devotes itself 90 percent to selling food freezers, is a great believer in keeping in touch with the user. A freezer clinic is held about one a month at the Northern States Power Company auditorium. Husbands and wives are invited, and they are asked to bring interested couples. Cake, coffee, door prizes consisting chiefly of freezer supplies, are given to the 200 people who attend on the average. Demonstration consists of talks on new ideas and freezers.

Last fall the Minea Company put on a fall festival with door prizes, free food, a hay wagon, a hillbilly band, door prizes every 15 minutes consisting of sausage and a grand prize of one side of beef (given every half hour.) Models in old fashioned and modern clothes demonstrated old and new methods of cooking. Invitations were sent to 400 families and 1100 came.

Food Order Carefully Prepared

Great care is used in working out the food order, which is filled out in duplicate and analyzed by Minea to see if it balances up. For example, a man buying a forequarter of beef must know that he can't get a rib roast out of it, etc.

Some of the curious facts the

Minea men have run across is that in a supermarket women go with very few items on their want list, usually butter, eggs, coffee, bread and meat. The rest of it is impulse buying.

Consequently, the basic food order features meat first, such as beef and pork loin. In making out a list the boys do not go heavily on smoked items. The presence of fish in the order depends on the family's religion. Efforts are made to discover taste preferences, whether spinach is liked, or something else.

One of the effective arguments in favor of the food plan is that meat is all good or all bad (tough) when sold as it all comes from the same steer. This is important to the consumer who knows food is guaranteed and will be replaced if unsatisfactory.

Serious About Food

The success of the Minea operation has come from Minea's almost religious veneration for his food plan. Too many appliance dealers have regarded the food end of the business as a gimmick to sell freezers.

Food orders are delivered in the evening in order to have the husband sign the note for the bank. Every item is delivered tagged with the weight and what it is. Incidentally, in the financing, the note for payments for food is separate from the conditional sales contract for the freezer.

The six months' supplies of food supplied the customers are enough to give them a realization of the convenience of owning freezers.

The longer a family has a freezer, the better they like its convenience and that is what leads to back fence recommendations which pulls in an increasing number of tips. At the clinic people are invited to voice their complaints, and they are usually due

(Continued on page 94)



3 Tearing a piece of paper into segments representing the portion of the family's income spent on food is done to dramatize Minea's sales pitch.



4 Emphasis on outside selling means that few customers ever see Minea store. But the firm holds regular freezer clinics at which prospects are contacted.



Because she's a carefully qualified prospect, this housewife is getting a 30-day free home trial and, because Biever's Appliances knows that nine out of ten such trials turn into sales, she also gets a permanent installation.

This Dryer Is On Free Trial —BUT IT'S INSTALLED TO STAY

FREE home trials move dryers for Vincent Biever of Port Washington, Wisconsin. But Biever differs from the conventional pattern in that he completely wires and vents the units for the 30-day offer. For when Biever puts them out on trial, he intends to sell them. His risk is well calculated and he puts them in for keeps.

"We don't give them to everybody," says Biever of his method of free home trials. The choice is made carefully and in about nine out of ten cases, the sale is closed. In one actual case, he sold 18 out of 19 dryers on trial, with the lone holdout coming back to buy later on. Last year, working with this technique on three lines

(Hamilton, G-E and Maytag), Biever totaled up some 150 dryer sales.

No Temporary Installation

Biever installs free trial dryers to stay. For when a unit leaves his store it goes with the basic idea that it is going to be sold. Biever has no room for a temporary setup and it is this thinking that moves his merchandise.

The permanent installation angle on trials actually saves money for Biever in the long run. It saves the installation crew and the electrician from coming back to do a finished job when the prospect actually signs on the dotted line. In short, the job is done only once.

"If we didn't," says Biever, "we

would go through twice the labor." And labor costs money these days.

Wiring on the installations is subcontracted with a local electrician while the installation itself is done by Biever's two servicemen. The average job runs about \$25, the dealer figures. A cable is run from the switchbox to the location, while venting is usually done with one of the manufacturer supplied kits. A 3-inch pipe is used for venting out of basement windows, while first floor jobs working in similar fashion run right through the wall. Installation has proved no problem.

Getting the Nibble

Getting the nibble or just finding the prospect receives a wide-angle ap-

proach from Biever. "The best way to sell," says the Wisconsin dealer, "is to use a little bit of everything." He does just that.

The six basic ways which lead to the home trial are (1) callback after an appliance sale and delivery, (2) direct mail to prospects, (3) sidewalk display of dryers outside the store, (4) follow-up on birth announcements in the local paper, (5) cultivation of customers winding up a time payment plan, and (6) talking to floor prospects.

The follow-up of appliance sales is standard procedure. "We always make a callback a few weeks after an appliance sale," says the dealer. It gives (Continued on page 96)

GETTING DRYER PROSPECTS INVOLVES 6 STEPS



1. CALLBACKS Post sale followups by servicemen are standard policy of Biever's. This range gives serviceman a chance to talk to owner about need for a dryer.



2. DIRECT MAIL Vincent Biever goes often to the mailbox to send out manufacturers' mailing pieces on Hamilton, G-E and Maytag lines. Mailing lists are made up from tips and old customers.



3. SIDEWALK DISPLAYS Many rural people come to town only once a week and Biever reminds them that he is a center for white goods.



4. INSTALLMENT BUYERS Making his last payment on an appliance, customer gets a dryer pitch from Biever—who knows man's credit is good.



5. BIRTHS Babies aren't prospects, but diaper-conscious parents are, so Biever faithfully checks birth announcements in local papers, follows up by mail, telephone or personal visits.

6. FLOOR TRAFFIC Dryer sales talk given to store customers is low pressure, but tells the complete product story. Biever's two salesmen encourage prospects to ask questions and to operate the dryer.



A TV show that helps people swap everything from accordions to horses and . . . plugs appliances to Dayton, Ohio, viewers in six minutes of commercials,



proves to dealer Charles Marshall of Grismer Tire Co., that . . .

DAYTON'S highest-rated local TV program, Grismer's Swap Shop, helps Daytonians exchange a great variety of items, ranging from a covered wagon and four mules to llamaskin rugs. Many profitable swaps have been made. But Charlie Marshall, president of Grismer Tire Co. thinks he's made the best swap . . . an appliance volume of \$5,000 in 1949 for a volume of \$180,000 in 1952, plus a marked increase in his overall business.

Needed to Draw Traffic

Considering the increase in business, Marshall endorses the value of the show wholeheartedly. Since his store normally had little traffic, his problem was to draw people to the store. This is what the Swap Shop program does.

When they've made a pitch for fans or other appliances on the program, the merchandise has been exhausted in as little as two days' time. People who watch the program know it's sponsored by Grismer Tire Co. A recent survey showed that 76 percent of those viewing the show identified the sponsor, a higher percentage than obtained by average network shows. About 65 percent found the commercials good, 35 percent excellent.

Not only are swaps made between contestants and listeners, but Marshall also accepts swaps as down payments on merchandise. A recent prospect brought in an accordion he wanted to trade for a range. He wound up buying a new Westinghouse TV set. "I won't allow too much for the swap merchandise," Marshall states. "It depends on the

margin that I have for that particular item."

Arrangements for the show are handled through Marshall's advertising agency, Bridges & Sharp, and Jim Bridges, the account executive and vice president, who originated the show for TV. The entire show, including agency, moderator Ted Ryan, airtime (30 minutes), etc., cost \$1,200 per month. Cooperation from his distributor salesman, Joe Bauderer, WESCO-Dayton, helps make the show successful.

"Before we went on the air with this show, we'd really had a hard time moving appliances," Marshall says. "The show has a great appeal, but we also try to have it at a good hour. Right now the show is on Sunday from 12 to 12:30, so we appear just before the telecast of the Cleveland Indians baseball games. In the winter-time, we have it Sunday at 1:30 to 2 p.m., preceding the Cleveland Browns football games." Popularity of the show, proven by a high rating of 15, stems mainly from the local interest, and also the good timing.

Grismer's also has a 10-minute Saturday night newscast, which offers free air time to charitable organizations.

"Both the Swap Shop and our Saturday night program (which cost \$100 a week), really help us increase our Westinghouse television and laundry equipment sales," says Marshall. "There is no walk-in traffic in our location, but with these programs we really get response."

"The TV Swap Shop is popular and is booked six weeks in advance. People know us by name, and they know we're community-minded. We've built ourselves a reputation." End

A TV Show Builds Store Traffic



Cold canvassing turns up prospects for American Home Furniture but only a third of all sales are closed in these homes.



The majority of prospects are urged to visit the store where two out of three appliance sales are closed. That's because . . .

They'd Rather Sell in the Store

THE one-two punch of cold canvassing and floor selling shown in the pictures above is paying off handsomely for American Home Furniture in Pittsburgh.

Basically there are three phases to the firm's merchandising technique. They are:

- Cold canvassing to turn up prospects
- Channeling these prospects onto the store's sales floor
- Gifts for both prospects and customers.

American Home Furniture has seven outside salesmen who dig out most of the leads for the store. They receive 10 percent commission for furniture, jewelry and so forth. For appliances the commission is five percent. The salesmen usually make about 50 calls a day. (However, some of these are collection calls.) Because of these cold canvass calls, the prospect is more readily sold when she comes to the store.

Owner Si Silverman's outside salesmen close about a third of their sales in the home.

They could close more sales, but Silverman wants the customer to

come to the store so they can receive a gift and so that the store salesman can suggest purchase of related merchandise.

"Each person who comes in the store receives some little gift," says Silverman. "It usually isn't worth more than \$2 but it leaves the person with a good feeling."

The gift that Silverman wants given to all prospects when they come is only part of the personal touch. He has a good memory for names, and tries to give everyone a big greeting when they come in.

Each customer buying a major appliance is asked to pick out a gift that retails for about 10 percent of the appliance's value which they bought.

"We are not losing much on this," Silverman points out. "Actually, when we ask them to pick out a gift, the psychological effect of letting them pick one means they would be embarrassed to ask for something real big so they select one with a lesser value. If they paid \$300 for an appliance, that would mean that they were entitled to a gift worth about \$30, but since we have a 3-time markup on the gifts it doesn't cost us much. End



SMALL GIFTS to prospects and big ones to customers are given out by the store as an inexpensive means of cementing good-will.



BEFORE he makes up his mind what he wants in power tools, the prospect at Hesse's, St. Louis, gets a quickie demonstration at the display center.

Power tools give 75 St. Louis appliance dealers a chance to offer...

Something for the Boys

SEVENTY-FIVE dealers in St. Louis are feeling their way into the power tool business. They are planning to cash in on the do-it-yourself trend.

After the war families couldn't get help to make repairs. High labor costs nipped into them, so many a head of the house bought tools and got busy. Today, use of power tools has become a necessity and the industry did a \$200 million volume last year, \$80 million of it in portable tools and \$120 million in stationary power tools. This is better than several classes of electrical appliances.

Sales Factors and Power Tools

Dealers signed up and tiptoeing into the business are influenced by several factors:

1. There is no trade-in problem and the profit is clear. No one ever heard of a man bringing in an old saw and getting an allowance on a power saw.

2. Re-designing of power tools doesn't happen every six months or year. One doesn't have to get rid of old stock simply because a new model is coming in. Power tools are much the same as they were two years ago, something that removes a major inventory problem.

3. Although 30 percent margin on power tools is not equal to some spreads on appliances, the dealer doesn't have to make two sales, that of the new product and the trade-in to come out. This margin compares favorably with television and traffic appliances (30.8 average).

4. Power tools breed repeat business because there are about 1,000 accessories which can be used in the

home workshop. In fact, 35 percent of the volume is in accessories.

The first major appliance distributor to be appointed to distribute Delta power tools and Skil portable tools is Hollander & Co., in St. Louis.

Says A. Edward Gross, who is vice president in charge of sales, "We have appointed a specialty man, Nelson Fochner, to work on power tools alone and we have a former manual training teacher to supply know-how to dealers. Hollander & Co. has invested \$100,000 in a test of the market."

Sears Roebuck & Co., reputed to do \$50 million a year in power tools, 25 percent of the total volume, has met no competition in the field by retailers who understand selling on installment. Hardware stores do not understand selling on time. The appearance of power tools in the appliance field is the first real experience the industry has had in this area.

St. Louis dealers buy a package for \$599 which gives them a Delta shop plus a number of portable tools, plus literature.

Firms like J. S. Wood Tire Company, 2801 Chouteau, the Hesse Co., 4012 W. Florissant, Delmar Furniture Mart, 5721 Delmar, Circle Furniture Co., 4206 Manchester, are typical organizations promoting these items in St. Louis.

As this is written, it is too early to estimate on how the power tool business will burgeon. Dealers need to know more about the operation and profit possibilities. Nevertheless, as Dealer Harry Hesse says, "The head of every family goes over to the power tool display just like a bee goes for honey. It looks promising." End



BY THE TIME his wife has decided on her purchase, so has he and his interest has kept him from boredom that might interfere with the successful completion of the appliance sale.



ONE OF FIRST appliance distributors to become interested in power tools, A. Edward Gross of Hollander & Co., St. Louis, imparts know-how to local retailers.

ONLY LEWYT HAS THESE 7 GREAT ADVANCED FEATURES!

*-and features
sell appliances!*



Listed by
Underwriters'
Laboratories

DO IT with
LEWYT

World's Most Wanted Vacuum Cleaner

Also sold through leading Canadian Distributors

SPACE
17-K
17th Floor
Furniture Mart
Chicago
June 21-July 1

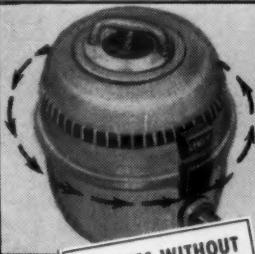
LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-6, 84 Broadway, Brooklyn 11, N. Y.

cleans rugs 4 ways at once!



With every easy stroke of Lewyt's No. 80 Carpet Nozzle
rugs are COMBED, BRUSHED, SURFACE-CLEANED and DEEP-CLEANED!

Only Lewyt's amazing No. 80 Carpet Nozzle has an automatic comb-valve, adjustable Fuller Brush plus 2 kinds of suction both more powerful than an upright! At every stroke, all 4 cleaning actions go to work—automatically!



ROTATES WITHOUT
LOSING SUCTION!



HOLDS MORE DIRT
IN ACTUAL USE!



NO ROAR—IT'S
QUIETEST OF ALL!

Pivots on base for round-the-room cleaning! No "swivel-top" to jam, leak suction—won't tip!

No dust bag to empty—toss out "Speed Sak" a few times a year! Largest operating dirt-capacity!

Peripheral-Silencer hushes powerful over-size motor to gentle hum! No roar to fray your nerves!



NO DUST LEAKS
BACK INTO AIR!



DIAL EXACT
SUCTION!



FLOOR TOOLS
ARE ALL METAL!

Filter System traps dust even smaller than 4/100,000 of an inch! Preferred by hospitals!

Just like ironing, you can turn finger-tip dial to "wool rugs", "cotton rugs" or "drapes"!

Built for years of rugged use, they're tough yet light die-cast aluminum—not breakable plastic!



FORMER EMPLOYEE Kenneth Roberts heads Domestic Engineering, the firm handling all Carlisle's white goods service for a 2.5 percent override on sales on appliances which do not require installation and a \$16 fee for those that do.



A CLOSE LINK is maintained between the two companies because the secretary of Carlisle's manager George Clark (right) keeps sales and service records of both. Carlisle's also gives the service firm free rent on quarters.

Their Service Worries Are Over



SERVICE DISPATCHING is handled by one of Carlisle's employees. All repairs are billed on Carlisle's invoices and the service firm rebates a percentage of all out-of-warranty service charges to the parent organization.

When service got to be such a big headache at Carlisle's of Springfield, Mass., that it was restricting growth, they did something about it. Now their own separate firm, which gets a 2.5 percent over-ride on all sales and \$16 for installations, takes care of service

SERVICE worries have been eliminated at Carlisle's of Springfield, Mass.

What did it was an unusual arrangement whereby all service on white goods sold through the store is contracted to a "separate organization within the walls".

George Clark, appliance department manager for the organization, sells over a million dollars a year in appliances to the congested western Massachusetts area centered on Springfield. The firm, which began business life as a hardware retailer, currently operates 11 stores in northern Connecticut and western Massachusetts, covering a huge industrial and manufacturing trading area, which incorporates Holyoke, Chicopee, Chicopee Falls, and other good-sized communities. This is a far-flung territory, with a lot of miles wrapped up in service responsibilities on a million dollar volume.

Up-to-date Servicing

Understandably, Clark has had to constantly revise service facilities as his volume grew. When it hit the peak, three years ago, he made the unpleasant discovery that service maintenance was consuming the

greater part of his time, and that sales expansion was being severely limited by the constricting, prohibitive amount of hours which had to be devoted to service.

This is where Kenneth Roberts, at that time manager of the service department, came into the picture. Affable, young, and with a capacity for after-hours work, Roberts had steadily enlarged Carlisle's service headquarters in its downtown store at Bridge Street and Main to match growing sales volume. However, it was no secret between the two men that service efficiency could go no farther, without some additional incentive for maintenance personnel.

Clark, a wily veteran of decades in appliance retailing, a NARDA executive in the past, was rummaging through thick stacks of service records one day, when he was suddenly blessed with a brainstorm. Up to that time, all 11 of the Carlisle stores had been leaning heavily upon Roberts for information, for service, for advice, etc. Roberts was a valuable man to the organization, yet, he had already reached the top, so far as the present service system would allow.

(Continued on page 100)



WILLIAM SCHOOLEY, owner
SCHOOLEY TELEVISION SALES & SERVICE
3019 W. 111th Street
Chicago, Illinois

"Here's proof the CQS Plan can really help your business"

"SEE HOW IT WORKS FOR ME..."



"CBS-Hytron is running advertisements like these in LIFE. Maybe you've seen them and noticed they really do a selling job for us service-dealers. Well, I'm one service-dealer who is cashing in on a plan that's tailor-made for me."

"So, I'm using the CQS Tags on every job. Many of my customers now ask for them. They like the Tag's lay-it-on-the-line certification. Since December, I've ordered three lots of Tags... 500, 1000 and 2000."



"I like my customers to know I'm the dependable CQS service-dealer they read about in the big magazines like LIFE and the POST. So I make sure they do... by using the CQS Clocks, Signs, Decals, etc., available to any service-dealer."

"Take my word for it. Here's a plan that's so simple... so sound that any service-dealer is missing a real bet, if he doesn't tie in... and cash in. The boost that CQS has given my business proves it."

"Look at the 'sell' of these new CQS Streamers! Get aboard this CQS plan. It can do just as fine a job for you as it is doing for me. Take a tip. Find out today the facts about CQS. Prove to yourself that CQS can build up your business, too."

GET YOUR Certified QUALITY SERVICE TAGS...imprinted with your name and address. Use them on every job. Get your big, new CQS CBS-Star Kit. It contains:

A. Six smashing, colorful CBS-Star streamers. Each features a different CBS-TV star: Benny... Burns and Allen... Gleason... Godfrey... Murrow... and Marie Wilson. Each streamer is a different size and shape. Each one sells the Star Performance of your Certified Quality Service.

B. New colorful inside/outside CQS decal.

C. Business Builders Catalog showing the many hard-hitting sales aids available to you.

CBS-STAR KIT IS FREE with your order for CQS Tags... Kit alone, 25¢.

Ask your distributor salesman for special offer. Or use coupon:



CBS-HYTRON Main Office: Danvers, Mass.

A Division of Columbia Broadcasting System, Inc.

Manufacturers of
Receiving Tubes Since 1921

A member of the CBS family: CBS Radio • CBS Television
Columbia Records, Inc. • CBS Laboratories • CBS-Columbia • and CBS-Hytron

CBS-HYTRON, Danvers, Mass.

Please rush me:

A CBS-Star Kit free with CQS Tags
(quantity)

@ \$2.25, 250; \$3.50, 500; \$6.00, 1000

A CBS-Star Kit *only*

@ 25¢ (for handling and mailing)

I enclose \$..... to cover Tags and/or Kit.
(Please send cash, check, m.o. ... no C.O.D.'s.)

HERE IS MY 3-LINE IMPRINT FOR TAGS
(please print name and address)

Name.....

Street.....

City..... State.....

Signed.....

Post Card Mailings Sell Washers

John Bartoletti has built up a \$200,000 volume for his little Penn Shady Appliances store in Pittsburgh, Pa., with post card mailings. Mailings alone brought sales of 216 automatic washers in less than two years

DIRECT mail is the key to automatic washer sales," says John Bartoletti, owner of Penn Shady Appliances, 230 Shady Avenue, Pittsburgh, Pa. "And we've sold over a hundred a year—almost entirely through mailings—since we took on laundry equipment less than two years ago."

Bartoletti opened his store about three years ago as a one-man operation. With a background of music, both in concert work (seven years as a first violinist with the Pittsburgh Symphony, and several years in the Pittsburgh String Ensemble) and teaching, and with a very small capital, he opened his store to sell television. Then, gradually, he added white goods.

Not An Automatic Town

It may be like beginner's luck, but Bartoletti has been doing a wonderful job selling automatic washers in what is commonly considered a wringer washer market (Pittsburgh). In less than two years after taking on Whirlpool washers, he sold 216 washers and 109 dryers.

"In the beginning, I tried everything to get traffic in my little store (12' by 30')," says Bartoletti. "We tried a little newspaper advertising, but it didn't do very well. Then, I started addressing and sending out postcards provided by the distributor. We tried church groups, the P.T.A., and home owners, and found an excellent response. Any type of card is good, Bartoletti believes, because it is con-

venient and reasonably priced. He uses the colored cards provided by manufacturers.

With a location about six blocks from the main shopping district of East Liberty, Bartoletti also runs ads in *The Liberty Shopper*. Usually, ads are placed when he can back them up with a good supply of direct mail cards.

"We don't have much walk-in traffic," Bartoletti points out, "so we have to use newspapers, but we do all the direct mailing we can on the limited money available. Every day cards go out for some appliance. Usually, we send out 50 to 75 at a time. And at least once a week we send out cards for laundry equipment. When there isn't someone in the store, there are always cards to address, either to new lists or to old customers."

No Limit With Smallness

"With a small store, you still can do a good job of merchandising," Bartoletti says. "It isn't important to have a great many units on display. We don't have room to display too many different models. We have just three Philco refrigerators, two ranges, a washer and dryer, and from eight to ten television sets. From this selection we can make all the necessary sales points for each appliance.

"Direct mail will definitely make people interested," Bartoletti concludes. "We've built up a good traffic with colorful postcards, and we'll continue to sell because one customer leads to another." *End*



WHEN DEALER John Bartoletti isn't busy with customers, he and his wife are addressing and sending out postal cards designed to bring in more . . .



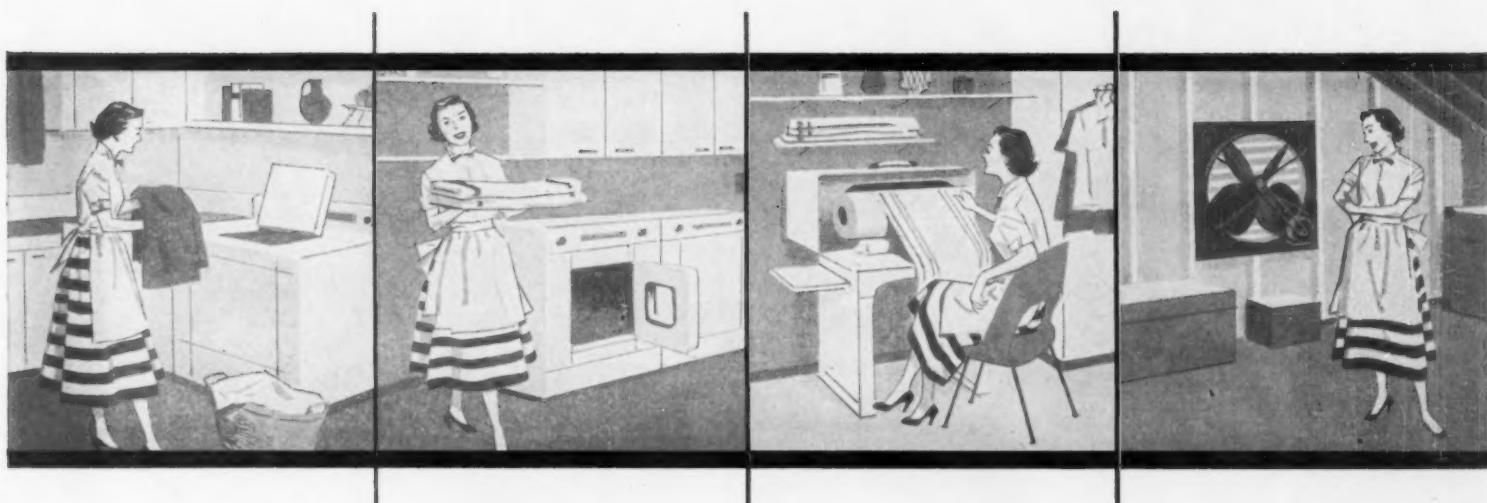
PROSPECTS like this husband and wife shopping team, who have been drawn to shop to see an automatic washer by the postcards, and to whom . . .



SMALLNESS of store is not a factor. With postcards being mailed daily, at least once a week on automatic washers, Penn Shady pulls in the traffic.



THE MOST IMPORTANT FACTOR IN YOUR BUSINESS...



A COMPLETE LINE OF
RUGGED FRACTIONAL HORSEPOWER APPLIANCE MOTORS

is a *satisfied customer!* That's why it is important to use the best electric appliance motor you can find...a Packard Electric Motor.

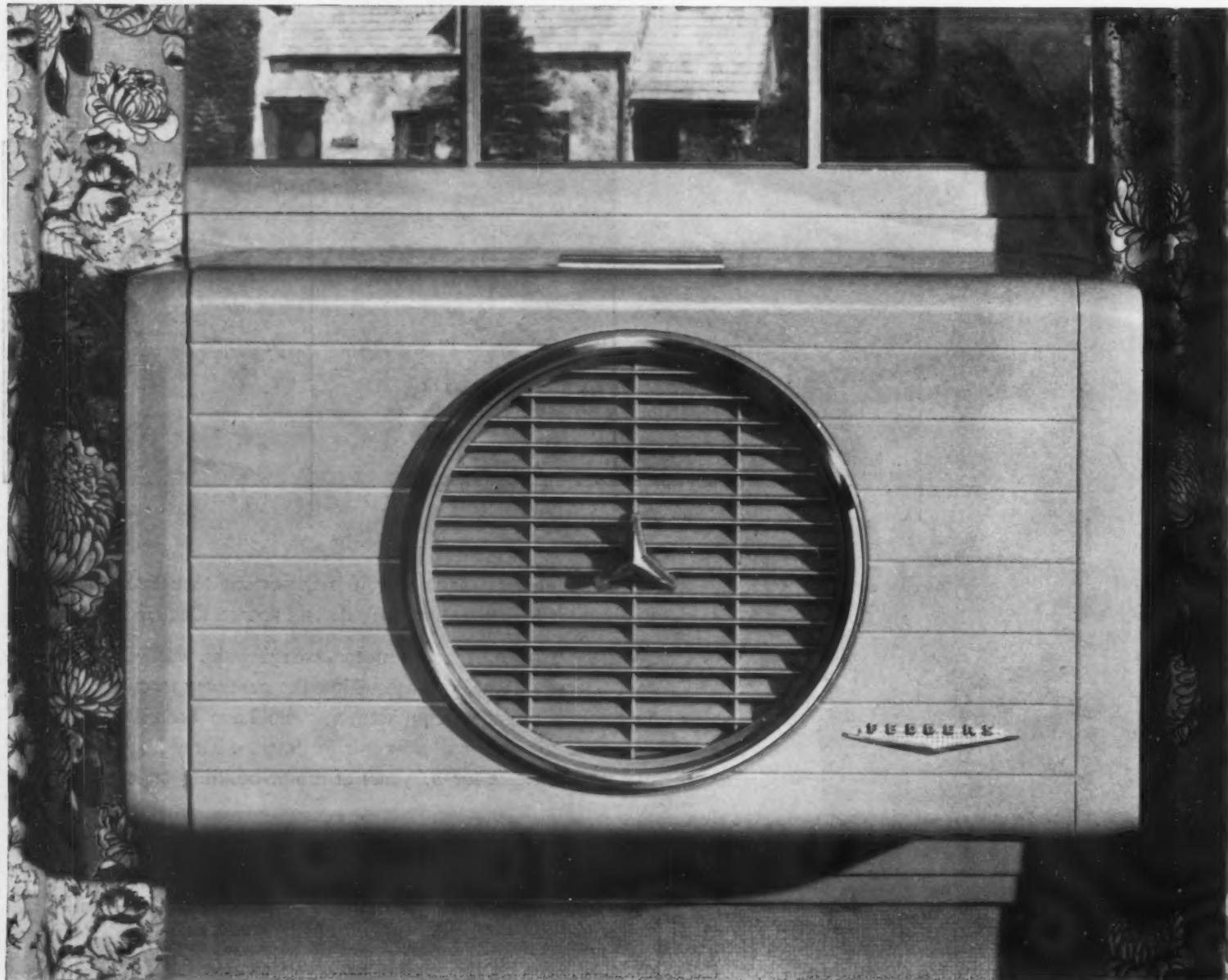
For, when you standardize on motors carrying the world-famous Packard Electric name, you are taking the sure way to customer satisfaction. Appliance manufacturers who have been Packard customers for many years know this to be true. They know, too, there is no substitute for 37 years of motor-building experience.



Packard
REG. U. S. PAT. OFF.
TRADE MARK

Packard Electric Division
General Motors Corporation
Warren, Ohio

Fedders tells you 120 DAYS ARE



why THE NEXT MADE OF GOLD!

IT'S GETTING HOTTER!

There's a bucketful of money to be made in the sizzling, heat wave weather of June, July, August and September...if you've got the right merchandise. And when people want fast, dependable relief from heat and humidity, the easiest room air conditioners to sell them is Fedders. Look at the tremendous sales-story you have—Fedders is the most powerful room air conditioner on the mar-

ket. Most powerful cooler and dehumidifier with its extra-size V-Type Evaporator...and most powerful air filterer, with its over-size twin filters. Fedders is the one unit on the market that delivers *full rated capacity* and publicly states that capacity. Your next 120 days are made of gold if you've got full-price, full-profit, full-powered Fedders!



HIGHEST POWERED PROMOTION!

Dave Garroway demonstrates Fedders to 3,500,000 NBC-TV "Today" watchers *every single morning in June and July and into August!* And Fedders dealers tie in with local TV

listings right after each demonstration! 13,500,000 different people every week see Fedders in action! And all of them are your prospects. Here's impact and coverage no other manufacturer gives you...PLUS

a consistent campaign in LIFE, Time, New Yorker, Better Homes & Gardens and all the leading professional magazines. Fedders sales are already more than 50% over last year's because of this high-powered promotion. You can boost your sales and your profits even more by staying promotional minded during the next 120 days...and you'll find they're made of gold!

• • •
For complete details of Fedders secret 120-day selling plan, write Fedders-Quigan Corporation, 57 Tonawanda Street, Dept. EM-6, Buffalo 7, New York.

**THE FEDDERS
SELLING SEASON
IS NEVER OVER**

FEDDERS

BE *Sure* with **CORNISH**

heavy duty extension cord sets

For HOME, OFFICE and FACTORY use

for **Lawn Mowers, Hedge Trimmers, Portable Tools, Washing Machines, Refrigerators, Fans, Business Machines, Small Motors**



Push these rugged service units! Husky black rubber cords in standard lengths; integral molded-on components. Female connector has double contact blades, insuring perfect connection. Moisture-proof... strain-proof... Real GLUTTONS for PUNISHMENT!

CAT. NO.	LENGTH	CORD TYPE
3543	15 ft.	18/2 8/30SJ
3544	25 ft.	18/2 16/30SJ
3545	50 ft.	18/2 16/30SJ
3546	25 ft.	16/2 26/30SJ
3547	50 ft.	16/2 26/30SJ
3548	100 ft.	16/2 26/30SJ

Individually cartoned—Packed 20 to Standard Shipping Package

industrial extension cord sets

ALL-RUBBER components built to withstand crushing loads and impacts that would damage other types of wiring devices beyond repair. Both male and female components are integral molded-on, waterproof, strain-resistant units... features that make these cord sets unequalled for use as power extension cord sets on all types of portable devices used in construction work, shipyards, manufacturing and industrial plants requiring two-wire service. Supplied in 25-, 50- and 100-ft. lengths 16/2, 14/2 and 12/2, type S cord.

replacement cord sets

for Lamps, Radios, Small Appliances

6-, 8- and 10-ft., 18/2 type SP-1 brown cord, with molded-on plastic plug. Appliance end stripped $\frac{3}{4}$ ". Hanked, with UL Green Cord Set label applied.

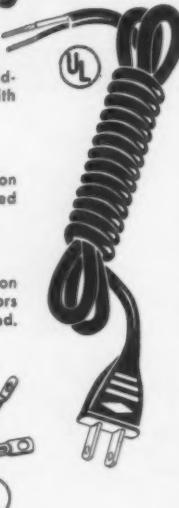
for Vacuum Cleaners, Small Tools, Mixers, etc.

6-, 10- and 20-ft., 18/2 type SV black cord, with molded-on plug. Appliance end jacket removed 2"; conductors stripped 1". Hanked, with UL Green Cord Set label applied.

for Trouble Lights, Small Motors, Tools, etc.

6-, 10- and 20-ft., 18/2 16/30 SJ black cord with molded-on plug at one end. Appliance end jacket removed 2"; conductors stripped 1". Hanked, with UL Green Cord Set label applied.

ALSO Replacement units for Electric Irons and other Home and Office appliances



electric range cord sets

3-, 4-, 5- and 6-ft., type SR rubber covered range cable. Two #6 and one #8 conductors for 50 amp., or two #8 and one #10 conductors for 35 amp. service. CORNISH #500 molded-on plug vulcanized to cable for longtime water-repellent security. Equipped with suitable terminals and metal strain relief. Each cord individually boxed.

Support your local Adequate Wiring Bureau program

CORNISH WIRE COMPANY, INC.

50 Church Street

New York 7, N. Y.

I Failed as a Discounter

CONTINUED FROM PAGE 60

beat the discount houses at their own game. General Appliance Co. was operating on less inventory with faster turnover. The store had more customers, less "shoppers". Hagstrom was on the "please patronize" list of thousands of discount-card-carrying San Franciscans. The golden sun set each evening on General Appliance as well as through the nearby Golden Gate—until Mr. Bruno Martini pointed out to Carl Hagstrom that all that glistened at General Appliance was not gold.

Mr. Martini is the auditor.

What had been happening to Hagstrom's 31-year old appliance retailing concern during those months of 1953 when it solicited discount business? In reviewing this period and analyzing why General Appliance gradually became a losing operation, and in order to realize why Hagstrom finally reverted to a legitimate effort in face of increasingly bad industry conditions, these factors would be remembered:

• When he "went discount" Hagstrom had an appliance-TV business that was profitable—actually netting well above the NARDA-reported national average. It was the slow and steady decline in this net return from his legitimate business that influenced him to try discounting.

• Hagstrom fully expected to keep that business volume and profit which he was enjoying at the time of going discount. The large discount volume was planned to provide a little extra net profit that would bring his total net profit back to the level he considered satisfactory.

Old Customers Fade Away

"It was pitiful to realize after a few months of concentrating on discount selling what was happening to our regular business," Hagstrom recalls.

"We hadn't guessed how much of our time would be taken in handling the discount buyers and in meeting the many other problems that came up. The great increase in floor traffic kept my manager and me from any attention to our customer files. Our profitable business—the bulk of it—had been with the 20,000 families who had bought from us before and who could be expected to buy from us again and again—if we followed up at the right time with the right product. During those rainy months of winter and spring we should have been getting in touch with hundreds of our automatic washer customers with a good dryer story. Instead we were busy selling hundreds of automatic washers off the floor at as near cost as the discount buyer could inveigle. That's only one example of why we began to lose our regular trade.

"During that discount period we lost profitable sales that could have been obtained by the type of store promotions we had been using in the past, bringing in our old customers and their friends for demonstrations, free gifts, and nice selling stories from distributors' or manufacturers' home

economists. One of the reasons why we no longer put on the promotions was, frankly, that we didn't want our old customers to mix with our new customers. We knew from early experience that once the old customers found out that General Appliance was now a discount store, we would lose many who prefer to deal with a 'clean operation'. We knew, too, that others who had been regular customers over the years because of habit, service, convenience, personal attention or friendship, would now have no hesitancy in wanting the same discounts given to the new trade—but they would expect the same old service and attention.

No More Kitchen Sales

"One of our biggest losses was that of our kitchen business. Along with Gray Minor in Oakland and Maxwell's in Berkeley, we were just about tops as kitchen specialists, providing a complete service for the home owner. It is a business that can provide enough margin to pay the dealer well for the time needed to work with the customer, the architect, the builder and the electrician. But I no longer had the time to spend even for the selling of these kitchen jobs, let alone follow through. I was now too busy haggling with discount buyers, or on the 'phone seeking a deal from a distributor or other source of supply, or trying to straighten out what was happening to my service department. After six months of running the discount set-up our kitchen business averaged about 10 percent of what it had been the previous year.

"While our books don't separate the type of business, I would guess that our regular business, the non-discount volume which had established our store, dropped more than 40 percent during the nine months that we operated as a discounter."

New Customers, New Costs

It had been assumed that the discount business for General Appliance would be "plus" volume, returning a small profit in spite of the short margins because the overhead of the company would be covered by the non-discount business. We have seen that the non-discount volume dropped to such a degree that it could no longer carry the overhead. But another unforeseen factor entered the General Appliance operation to kill the chances of even the small profit that Hagstrom expected from the discount sales.

"The 15 to 20 percent average discount that we had to give to be competitive still might have enabled us to realize a small profit if our costs of handling this discount business had turned out to be what we had figured. Instead they began to increase immediately, and there were several reasons why—reasons which I believe the average dealer would not expect any more than we did.

"The discount customers demanded (Continued on page 84)



Hi-Fi for the 1%...

Hi-Fi for the 99%



America has become conscious of high-fidelity sound. However, not more than one man in 100 has the time or money to assemble his own hi-fi system. The other 99 want high-fidelity sound *without high-fidelity fuss*. For them (and for you), the CBS-Columbia 360* Radio-Phonograph is the answer.

The CBS-Columbia 360 is the first moderately priced home instrument for reproducing the amazing realism and range of the modern long-playing record and FM broadcasting.

It's loaded with features that demonstrate

themselves. The exclusive Hemispheric Sound System, using *two* speakers facing in opposite directions, *surrounds* the listener with sound. The bass and treble effect is equal to that of many of the costliest 15-inch coaxial speakers. The amplifier reproduces the complete range of 50 to 12,000 cycles. The 3-speed precision turntable is noise-free, and the automatic changer can intermix different-size records of the same speed. Cabinets are *styled* for the eye as well as *engineered* for the ear.

As an added feature, the CBS-Columbia

360 can be equipped with "XD," an external third speaker, for a truly three-dimensional effect.

See your CBS-Columbia distributor.

*CBS-Columbia—a Division
of the Columbia Broadcasting System*

See us in Chicago
at the Merchandise Mart
Room 11-106 June 21-July 1

The CBS-Columbia 360 Radio-Phonograph

LIFE moves TV sets all

...That's why PHILCO gets a successful



1.

Starting with the manufacturer...

"For Philco, LIFE fulfills all the essentials of a powerful advertising medium. It reaches a large section of our national population every week. It has great prestige with our distributors and dealers. And it gives our own sales organization an extremely effective merchandising weapon."

RAYMOND B. GEORGE
Vice President—Merchandising
Philco Corporation



2.

Continuing with the distributor...

Philco distributors are enthusiastic about LIFE because of the response they get from dealers. Says Herbert Schiele of St. Louis, President of Artophone Corporation.

"Here in our offices at Artophone, we are happy when we hear that one of our suppliers has a campaign in LIFE. This is important because we know LIFE reaches the majority of our local population with a tremendous sales impact. And our dealers know that the label 'Advertised-in-LIFE' is an effective reminder to the ultimate consumer."

along the selling line!

sales picture by focusing on **LIFE**

3.

Moving on to the retailer...

What do retailers get out of LIFE? Measurable increases in immediate sales, reports Manager Samuel B. Singer of Schweig-Engel Co. in St. Louis.

"'Advertised-in-LIFE' certainly brought us profits last December," says Mr. Singer. "For a period of two weeks we used Philco ads in LIFE in our selling. The tie-in attracted the customer's attention and our follow-through resulted in a 15% sales increase over the previous year!"



4.

...Delivering powerful sales impact in the home!

Home is where decisions are usually made on products to be bought for the home. Week after week, LIFE reaches into more homes across the nation than any other magazine—informing and influencing more prospective buyers of many types of household items. For example, Mrs. Mary Curran, of University City in Missouri, tells why she bought a Philco TV set.

"LIFE's wonderful photography and informative articles have always interested me. That's why I looked at the Philco ads in LIFE, too. Previous ownership had established my faith in Philco—advertising that reached me at home maintained this faith!"

LIFE reaches 11,880,000 households every week*

LIFE

First in circulation
First in audience
First with advertisers
First with retailers

9 Rockefeller Plaza, New York 20, N. Y.

ELECTRICAL MERCHANDISING—JUNE, 1954

*Source: *A Study of the Household Accumulative Audience of LIFE (1952)*, by Alfred Politz Research, Inc.

I Failed as a Discounter

CONTINUED FROM PAGE 80



Ol' Man summer is no respecter of people or income brackets. Everyone wants to keep cool, and everyone can afford a Reed. Here's your opportunity to cash in on volume sales with the *mass* of your prospects, with Reed, the complete residential fan line.



RDD Direct-Drive Wind-O-Vent. New, compact, versatile.



RTS Portable Fans, comfort-cooling anywhere in the house.



Reed Packaged Attic Fans, sizes for every requirement.

Reed Unit-Fans, Inc.,
1001 Saint Charles Ave.,
New Orleans 8, La.
Send me full information about the
Reed Fan Line and Dealer Promotion Plan.

Name _____
Address _____
City _____ State _____
M-6

Ask about the Reed Promotion Plan.
Really gives you an opportunity to promote and sell Window Fans.
Don't miss it!

REED UNIT-FANS, INC.
1001 SAINT CHARLES AVE.
NEW ORLEANS 8, LA.

GO ALL DISCOUNT OR ALL LEGITIMATE?

"Should I go completely discount?"

"By the end of August 1953 I knew that I would have to make some decision," Hagstrom recalls. "The auditor's report was the worst since 1930, and there was no chance of it getting better. Before the big volume months of October, November and December hit, I'd have to be all black or all white. I had got into the position where I just couldn't afford any more low profit volume!"

"So I considered what I would have to do to become a full-fledged discount house. I knew then, and I believe now, that I could make a profit as a bootlegger as long as manufacturers and distributors don't tighten their policies. But to go that way I would have to make drastic changes in my set up. I made some notes like these:

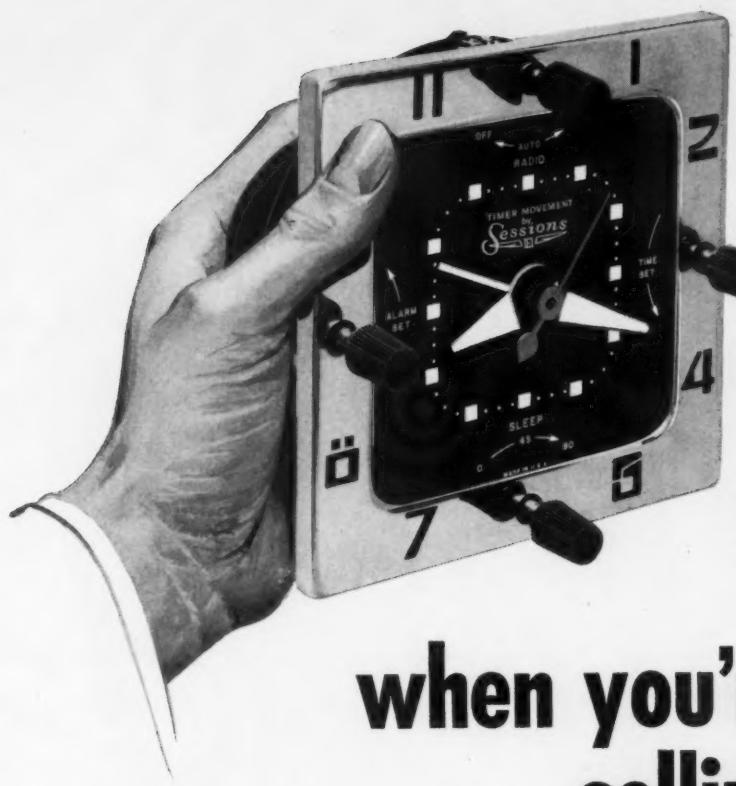
1. Discontinue: all cooperative advertising, including newspaper, radio and tv, billboard, 'phone directory; all dues in associations, both industry and local merchants; all contributions to community welfare—cost plus 10 percent sales leave no spread to cover the Community Chest; kitchen design service (I knew one distributor who would pay for all kitchen business leads, so there would always be one or two percent in any business I heard about first); delivery by my own trucks, leaving the customer responsible for the cost of common carrier.

2. Change in facilities: from present display floor with functional displays and working appliances to straight warehouse arrangement; eliminate small appliance service facilities; drop parts department; discontinue used appliance department; close out appliance and TV service, arranging with distributors for centralized service on goods I had to buy from them.

3. Change in policy: franchises would become something I would try to have, but wouldn't worry about if I couldn't get them; I wouldn't be able to sell more of any brand by having a franchise, and I would not be kept from selling most brands because I didn't have a franchise (the two or three exceptions I would avoid); I would reduce my staff from 20 employees to about 4; General Appliance Co. would have to become General Supply Co. or similar because I would have to add furniture, jewelry, luggage, floor coverings and maybe some sporting goods to give me blind-mark-up merchandise on which I could make money; and as a discount house I would have to be competitive by considering no-down-payment terms on bank contracts by using a fake "trade-in allowance" in place of the amount required by the bank as a down payment.

Helping Hagstrom eventually reach the losing point in his attempt to run a dealership half-white-half-black, was the cost of the human element of misjudgement in buying. "Neither the legitimate dealer nor the discounter can expect to buy right every time. He's bound to take a few dogs, get caught with some seasonal goods after the season or with a dozen of some model when the model changes or the price breaks. We've always taken that in our stride. But as a discounter there is no spread on other sales to cover the loss when a dump is needed. Actually, the discounter has been selling at a dumping price right along, so when he is forced to unload, he has to do it at a serious loss."

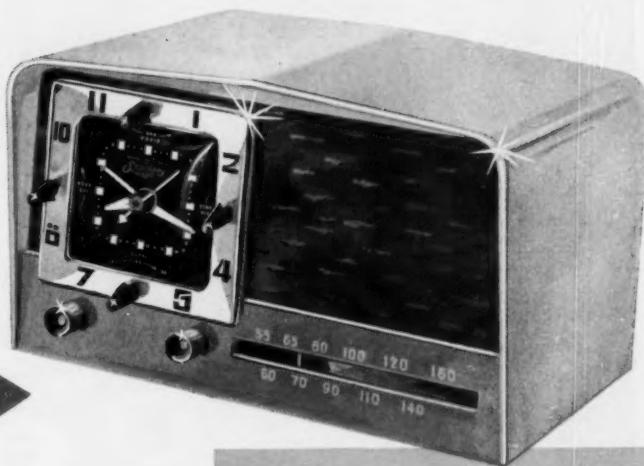
(Continued on page 88)



THIS
 <<<<<<<<<
 can wrap up
 the sale

when you're
 selling

THIS
 >>>>>>>



A Clock Timer by Sessions makes
 any Clock-Radio a better buy!

Your customer is almost sold, but still debating. You've sold the radio for all you're worth. Now is when you let go with your second barrel . . .

"The radio's only half the story," you say. "The other half is the clock. This is a Sessions Clock and there isn't a better clock made."

"Its motor works at a lower speed and has fewer parts. That means it runs more quietly and lasts longer. Another reason it lasts longer without getting noisy is its new Lubricone lubrication. No other clock has it. It means your clock is lubricated for life."

"And that's not all. You take this 10-minute delay buzzer. It has a smoother, pleasanter tone."

"And the hidden Memory Switch. It turns your radio off automatically after an hour and a half, in case you forget. It's exclusive with Sessions."

And just for your own information, the Sessions Clock

Timer has no exposed switch contacts. It's fully approved by Underwriters' Laboratory and the Canadian Standards Association.

Sessions is in the electric timing business and only the electric timing business. That's why Sessions makes a Clock Timer with simpler operation and greater flexibility of design than any other manufacturer, backed up by a new, nationwide service plan offering prompt expert service coast to coast.

National advertising is telling the Sessions story to your customers. More and more, the name Sessions is becoming the first name in modern electric clocks and clock-timed appliances.

For an easier sale, for greater customer satisfaction, point to the finer, longer-lived Sessions clock in the clock-radios you sell. The Sessions Clock Company, Timer Division, Forestville, Connecticut.

30 famous clock-radio
 manufacturers use Sessions Clocks
 in their fine products. Among them:

PHILCO
 ADMIRAL
 ARVIN

CROSLEY
 SYLVANIA
 MOTOROLA

Sessions

ELECTRIC CLOCKS • CLOCK TIMERS
 CLOCK MOVEMENTS
 TIMING MOTORS • SWITCHES

YEARS AHEAD IN ELECTRIC TIME



REFRIGERATOR AND FREEZER MANUFACTURERS are using more and more aluminum in new models. Here, a prospective customer at Grossi Brothers learns the benefits offered by aluminum shelves, pans and trays that won't chip or crack, are easy to clean and are strong yet light in weight.

They Find Aluminum Sells More Refrigerators

Smart merchandisers at Grossi Brothers Home Appliances Company point out the advantages of aluminum appliance parts. They use aluminum features to strengthen their sales story.



SALES MEETINGS LIKE THESE are conducted regularly at Grossi Brothers. Here, Joe Grossi, Sales Manager, shows salesmen national advertisements of leading appliance manufacturers where aluminum parts are prominently featured.



WASHER SALES STORIES ARE STRENGTHENED when the consumer advantages of aluminum parts are demonstrated. Here a customer learns that aluminum wringer housings, tubs and agitators will not cause rust stains, are easy to keep clean.

OUT at Grossi Brothers Home Appliances Company, 3517 Madison Street, Chicago, refrigerator sales account for important sales volume . . . and aluminum contributes its share in every sale.

In their more than 20 years experience as appliance dealers, the Grossi Brothers say, "Aluminum has come to be used more each year, not only in refrigerators, but in many other appliances that we sell. Certainly the advantages of aluminum contribute to faster, easier sales. Our salesmen know how to cash in on the aluminum features to sell more appliances."

How Aluminum Helps Sell Refrigerators

Some of the aluminum advantages in refrigerators used to point up refrigerator sales at Grossi Brothers are the following: Aluminum evaporator units that speed heat transfer so that refrigerators get colder faster and defrost quicker. Aluminum ice cube trays that provide faster freezing and will never rust or impart foreign tastes. Aluminum shelves that are light yet strong, easy to keep clean, color anodized for sparkling beauty. Aluminum crisper pans that are non-toxic, won't chip or crack. Aluminum door trays that are strong and attractive in either natural or color anodized

finishes. Aluminum butter-keepers that retain no odors, impart no taste-taint. Aluminum liners that won't chip—wipe clean in a jiffy.

These Advantages Aggressively Promoted

Reynolds national magazine and network TV advertising is constantly reminding customers to look for aluminum in the appliances they buy. Smart merchandisers like Grossi Brothers are putting this support to work for them right at the point of sale where dealer profits are made. *Reynolds Metals Company, 2510 South Third Street, Louisville 1, Kentucky.*

You'll soon see this seal on the appliances you sell. It will let your customers know which products offer the quality of Reynolds Aluminum.



This seal is used by many packaged goods manufacturers to tell consumers that their products are quality protected with Reynolds Wrap Aluminum packaging.



ELECTRIC HOUSEWARES, too, sell faster when the light weight, beauty, fast heating and cooling, attractiveness, durability and other advantages of aluminum are brought to the customer's attention.

REYNOLDS  **ALUMINUM**

MODERN DESIGN HAS ALUMINUM IN MIND

88 separate precision tests
make **WILCOLATOR**
your most accurate oven control



TEST NO. 82: QUALITY CONTROL.

Each day a certain percentage of thermostats, both gas and electric, is taken at random from the production line, brought to the quality control room, and there re-checked for calibration, performance, accessories, packing, etc. They are also given a test simulating actual field usage, by being attached to ranges of several different makes. Comprehensive daily records are kept of all these operations. If any of the thermostats shows the slightest deviation from perfect performance, the production line is stopped until the cause is found, and corrected.

Whenever you sell a range, you are promising your customer *accurate performance*. We want you to know how careful we are to support you in delivering that accurate performance.

Ever since, years ago, Wilcolator engineers first developed the liquid-expansion type oven thermostat now universally used, we have jealously guarded the reputation of our instruments by the most thorough succession of precision tests to be found in the industry—tests far exceeding the most severe service they will ever get in your customer's kitchen.

You'll have mighty few calls for service on Wilcolator-controlled ranges. We make sure of that before the thermostats leave the factory.



1001 NEWARK AVENUE, ELIZABETH, NEW JERSEY

15,000,000 units ago Wilcolator first helped the cook out of the kitchen

I Failed as a Discounter

CONTINUED FROM PAGE 84

development of my own appliance business indicated that I knew something about "selling" the many advantages and conveniences that electrical living means to the home, then I would be throwing that all away too. I had already seen how little if any my knowledge of appliances meant to the discount buyers."

The more Hagstrom checked these notes back in August, 1953, the more he became unsold on either going completely discount, or on continuing his half-and-half operation. Finally, in September he started re-establishing General Appliance Co. as a legitimate appliance-TV retail outlet.

DO I HAVE A FUTURE AS A LEGITIMATE DEALER?

Can a dealer come back? And if he does, what can he see in the future that warrants the effort? Hagstrom has put his house in order, brought General Appliance Co.'s volume into line with expenses, produced a gross margin up to where it leaves a net profit above operating costs, has come out of the shadows of the discount business to become a leader of the dealer movement in the Bay Area and to be elected a vice president of the national organization of NARDA. But he is not passing out rose colored glasses to dealer friends.

It's Tougher Today

"It is tougher for the legitimate dealer to get business today than it was in 1952 when I decided to try discounting. But then there seemed no evidence of a change coming in the future. Today I think there is that evidence, small as it may be and distant as the future may be. I think that the pendulum has swung almost to the end of the arc—that we will see a trend toward recognition of the value of the franchise. There will be less reason for the legitimate dealer to be beaten out of business or to become so discouraged that they will try the gamble that I tried," he foresees.

In the meantime, Hagstrom is putting into his present operation much that he learned during the period of discounting.

"Now I make a thorough analysis of every manufacturer's lines and his distributor's policies. And I keep that up to date by watching what happens to other dealers. Maybe another way to express it is this—I try to analyze a manufacturer's line as one does a stock

investment, figuring day to day what return will come from each share invested. This observation enables me to concentrate on the lines which are not discounted, or are the least discounted, in the Bay Area. At the moment I consider Frigidaire, Ironrite, Maytag, Thermador, and Wedgewood to be the cleanest among the franchises I hold. On these lines I have started again with cooperative advertising of every type.

"Those Things We Do Best"

"The efforts of General Appliance are now being put behind those things which we can do best.

"Our service department is back at work producing prospects for sales on a profit sharing basis. Since stopping our discount operation we have been able to cut the service staff by three men (who had been added to handle the sudden rise in free service), which saves us \$1200 a month without any drop in income from labor and parts.

"In our advertising we are showing the exclusive features of those brands which are not readily available in discount houses. We tell the reader, or the shopper, that delivery, installation and demonstration are FREE—to contrast with the extra charge the discount house would place on them. Very low down payment is another highly promoted feature. Trade ins are being encouraged for three reasons: to prod many prospects into buying the bigger ticket merchandise, to provide us with used appliances for a department that is now being reactivated profitably and which holds considerable potential for profit, and of course because an offer for the old appliance is still the most tempting bait a dealer can place in front of a prospect who is undecided between the dealer and a discount house.

"Our kitchen design and remodeling service is humming again, with a new package price offering bringing many profitable jobs. We have started a regular direct mail campaign to our prospect list using institutional copy which calls attention to what we offer in services and personal attention.

"Our sales men use every spare minute to use the user, to sell another product or to get referrals. Sound corny? It doesn't any more to us because we know now that this work produces profit—I didn't say 'volume' because that is a bad word around here now. We had it."

End

Are you still servicing?

Chances are, if you're a metropolitan area dealer, that only about a third of your competitors in town do their own service on refrigerators and automatic washers, about half take care of their own TV.

Then who is doing the service? What is the manufacturers' viewpoint? What kind of centralized service do dealers like best?

You'll find the whole picture of the trend to centralized service in the July

ELECTRICAL MERCHANDISING

Here's the most terrific Time and
Trouble saver you've ever seen
the **CLASSY CHASSIS CARRIER!**



You'll say it's stupendous... the greatest and most valuable helper a TV Serviceman ever had!

An easy-wheeling, aluminum carrier that lets you move a heavy TV chassis (up to 27-inch tube) anywhere... with no luging, no straining, no bumping. And no risk to tubes, floors, or polished surfaces. You save time, save money, save effort, and win renewed confidence from your customers.

Yours FREE!

This sensational work-saver now yours FREE with your purchases of Sylvania Tubes.

But don't delay! Offer expires August 31st. So, order your Sylvania Tubes and get your carrier reservation in NOW! Call your Sylvania Distributor for full details *today!*

SYLVANIA ELECTRIC
PRODUCTS INC.
1740 BROADWAY
NEW YORK 19, N. Y.

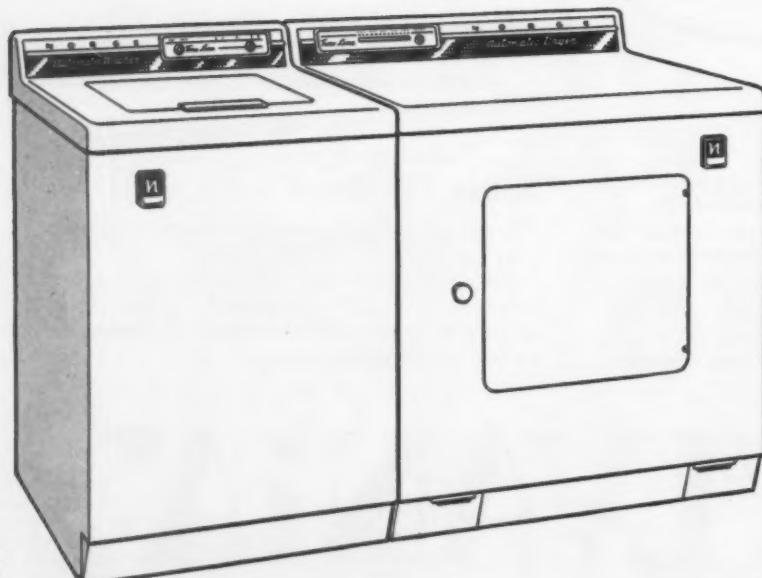
SYLVANIA

In Canada:
Sylvania Electric
(Canada) Ltd.
University Tower Bldg.
St. Catherine St.
Montreal, P. Q.

LIGHTING • RADIO • ELECTRONICS • TELEVISION



Only Norge's Customatic Refrigerator-Freezer Combination provides *all* 7 features women want most!



Anything safe in water is safe in Norge's prize-winning Laundry Maids.

Here are
that mean

1.

Faster turnover gives you more profit—and it's yours in the 1954 Norge refrigerator-freezer line, "the shortest line with the longest sales reach." And Norge chest-type and upright freezers are money-makers, too.

2.

Proven popularity sells Norge Laundry Maids. They're the Number One choice of American housewives in performance and design!

NORGE SHOWROOMS
Merchandise Mart
2nd Floor
Furniture Mart
Space 522

NORGE

5 NORGE FACTS

more money for you!



These Deluxe 30's round out Norge's full range line.

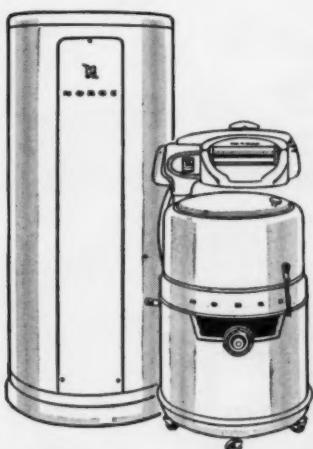
3.

Greater convenience and glamour make sales when you handle Norge ranges—especially the gas and electric Deluxe 30's, with their big-range capacity in $\frac{3}{4}$ the space!

4.

Extra Norge dollars are waiting for the dealer who capitalizes on the large replacement market for Norge conventional washers. And there's a steady market for Norge water heaters, too.

7 wringer-washer models.
Tank and table-top water heaters, gas or electric.



Your store traffic really builds when you take advantage of Norge advertising in leading national magazines, in large newspaper space and on the Garry Moore television show.

P.S. If you're not a Norge dealer, why not become one now and cash in on these Norge selling facts.

5.

... just the best in home appliances!

DIVISION OF BORG-WARNER • MERCHANTISE MART, CHICAGO 54 • IN CANADA: ADDISON INDUSTRIES, TORONTO

**Economical Multi-Room COOLING
for Biggest Volume**
THAT'S WHAT THEY SAY ABOUT
**Viking's
Electrically Reversible
BIG FAN"**




The Last Minute Rush Is On...

Yes, the story of this new Viking Big Fan has made its way around. Dealers who missed the boat on last year's fast-selling Fan are ordering like mad. The "955" is "Electrically Reversible" and Push Button

Control features, added to its huge capacity and reasonable price, make it 1954's biggest cooling bargain. Looks like our biggest year for Viking". So says H. V. Scott of The Crenshaw Co. in Memphis, Tennessee.

Don't Forget The Other Reasons We Like It

I'm all for this one model idea. Saves me storage space and inventory investment when I stock the Viking Fan. One model fills the needs of most of our customers and the Automatic Timer gives me that extra feature for buyers who want the added convenience of not having to turn the Fan off late at night after the cooling is complete". That reaction from Ben Gruber of Gruber Appliance in Memphis, Tennessee.



That's the word from O. N. "Cotton" Fussell, popular Viking Representative of Memphis, Tennessee.



"I've Really Packed This Viking "955" with FAST-SELLING Features

We had a tough time finding ways to improve last year's Fan. But we did it with the Electrically Reversible feature, push button controls and 3500 C.F.M. capacity. Now you get even more performance plus the same owner-tested multi-room night cooling that has proved so popular. And don't forget Viking's generous Co-op Plan. We still furnish all the sales material you need and pay up to half your ad cost with Vadnits (Viking Advertising Units worth \$3.00 each)".

Viking's 1954 selling story from Commodore Viking

Don't Wait Till It's Too Late... Order Today!

**This Compact Yet Complete
1954 Viking Big Fan Sales Center
is available for floor or window displays**



"For Customers Who Want Style...This Is It..."

Performance is mighty important and on that score this new Viking "955" really scores. But I always keep an eye out for style. Wherever buyers put it, this Seafoam Blue finish and general Fan design blends in with room colors and furnishings. Just another of many reasons I'm placing a big order". Part of the Viking story from L. W. Allen of Allen and Son Hardware Appliances in Memphis, Tennessee.



Now's the Time to Order this FAST-SELLING Fan!

Viking
Air Conditioning

DIVISION OF THE NATIONAL RADIATOR COMPANY
5601 Walworth Ave., Cleveland 2, Ohio



Viking "955" Window Fan



Viking Attic Fans



Viking "Arid-Zone" Dehumidifier

Other Viking Products
Blower Assemblies
Blower Packages
Humidifiers

They Help Dealers

CONTINUED FROM PAGE 65

(wiring too small or overloaded is a potential fire hazard); (5) be sure the electrical circuit serving the unit is properly and safely fused for the job, and (6) be sure all local wiring regulations are met.

Such a careful check, of course, informs the customer at a glance that his present wiring can carry the air-conditioning unit satisfactorily or that it cannot, and he is therefore properly informed on his wiring problem. As Simpson puts it: "We like for our dealers to sell adequate wiring right along with every air-conditioning they move, and we consider it the greatest mistake and possible source of trouble to install a unit in a house without wiring which can properly carry it."

If, for any reason, the dealer finds that he cannot make a thoroughly ac-

curate wiring survey, he can immediately call on the service depot and that organization will make the inspection and report free of charge to him and the prospective buyer.

Gulf, in addition to the five major aids listed above, also provides the dealer several other selling helps. Free use of its big display rooms to dealers who wish to bring their customers in is offered at all times. Expert demonstration assistance and personal selling help from any of its eight territory salesmen is always available. These traveling representatives are ready to help the dealer in arranging window and floor displays, and give him advice and suggestions on how to meet specific selling problems.

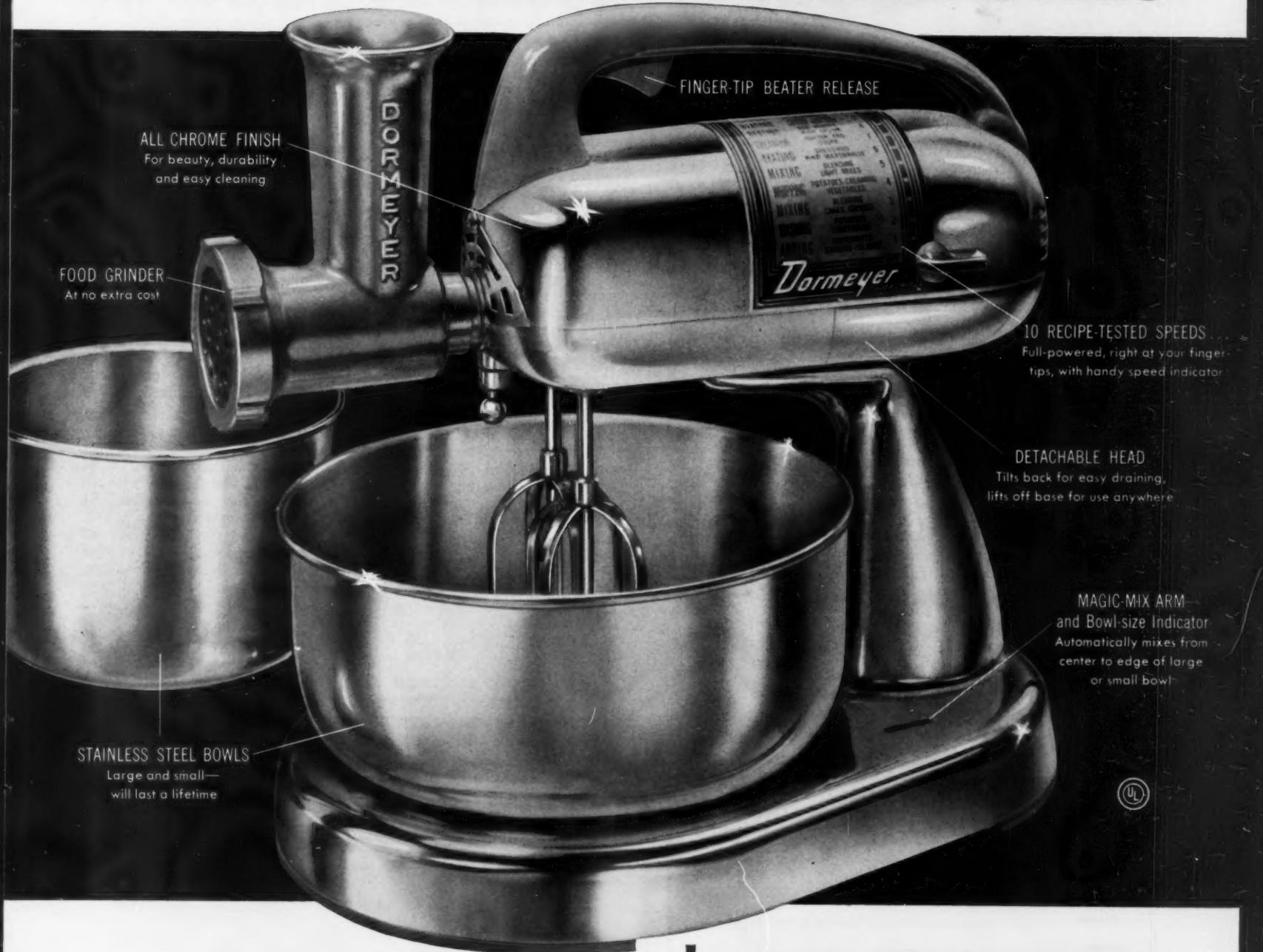
"Our company, which now does an overall annual sales volume in excess of \$300,000 in appliances only, believes that as our retail dealers go, so goes Gulf Electric & Hardware Co.," declares Simpson, "and we are working to build a larger and better organization on this basis." *End*



"THERE . . . THAT BLUE DOESN'T MATCH
MY COLOR SCHEME AT ALL!"

Dormeyer Makes History Again....

NEW! FIRST ALL-CHROME MIXER with TWO STAINLESS STEEL BOWLS



Loaded with exclusive features!

The only mixer with such superb beauty and outstanding use-ability. The all-chrome finish springs into shining brightness in a jiffy. The stainless steel bowls wipe clean with effortless ease.

And every day you'll find new delights with your Silver-Chef—10 recipe-tested speeds at your fingertips—automatic

beater release—Magic-Mix Arm for perfect mixing—a grinder for meat and vegetables that fits directly into the built-in power drive—head that tilts back for easy draining and lifts off easily for use anywhere.

The Silver-Chef is a grinder-mixer you'll own with pride and use with ever-increasing satisfaction. Guaranteed.

DORMEYER CORPORATION, The Buy-Word for better appliances • Kingsbury and Huron Sts., Chicago 10, Ill.

DORMEYER
Silver-Chef

Model 4300

**SENSATIONALLY
PRICED AT...**

\$52⁷⁵



LYON STEEL KITCHENS

NOW IN

BEAUTIFUL

COLORS

Only 10% over white
— only one week
added delivery time!

MAIL COUPON
for complete
story

GREEN **BLUE**
GRAY **TAN**
YELLOW **PINK**

LYON METAL PRODUCTS, INC.
621 Monroe Ave., Aurora, Illinois

Gentlemen:

I want to know all about the new Lyon colored kitchens... and about the Lyon Direct-To-Dealer Kitchen Cabinet policy which can mean bigger profit to me.

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

BY _____

METAL PRODUCTS, INCORPORATED

General Offices: 621 Monroe Avenue, Aurora, Illinois

Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA

Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving	• Kitchen Cabinets	• Tool Boxes	• Toolroom Equipment	• Revolving Bins	• Work Benches	• Tool Stands
• Tables	• Counter Benches	• Enameled	• New Freedom	• Wood Working	• Bench Drawers	• Hopper Bins
• Shelves	• Storage Cabinets	• Linen Rocker	• Kitchens	• Benches	• Service Carts	• Shop Boxes
• Bar Units	• Drawing Tables	• Party Cakes	• Display Equipment	• Hanging Cabinets	• Sorting Files	• Tool Trays
• File Rock	• Tool Trunks	• Filing Cabinets	• Flat Drawer Files	• Folding Chairs	• Drawer Units	• Shop Desks

He Sells Food First

CONTINUED FROM PAGE 67

to the smallness of the size of the freezer they bought.

The firm has come to expect five repeat sales from the original deal and as time goes on, freezers become easier to sell as the public learns what they are.

How They Sell

Hardest job in selling is to line up appointments. For this purpose telephone girls are employed in both the St. Paul and Minneapolis offices, and salesmen do doorbell ringing for the same purpose. Best opening remark is the question, "Do you buy your food wholesale?"

Minneapolis stores are located out of the downtown areas in both St. Paul and Minneapolis. The firm has a total of ten salesmen on the job, who are separated into two teams of five men each.

Each team's captain gets an override of 3 percent on sales.

Monthly compensation is as follows: One through two pieces, 10 percent; Three through four pieces, 11 percent; Five through 8 pieces, 12 percent; Nine and up, 13 percent. Each person is given an individual quota of seven completed sales—not orders—in any given month.

Men Help Each Other

An ingenious system is used to get the strong members of the team to help their weaker brothers. The team quota is established by multiplying the quota times the number of full time sales personnel at the beginning of each calendar month. Now comes the gimmick: If the team quota is reached in any calendar month, all sales personnel on the team will receive one percent bonus commission on all their completed sales for the

monthly period, provided each man has reached his individual quota of seven completed freezer sales. The team quota forces the men to prod each other, because very frequently an extra sale is worth \$50 or \$60 to the man making it.

Any salesman who brings in another salesman is given personally a 2 percent override, for the first 90 days, on any freezer sales the new man makes which are accepted by the company.

Now comes the plus bonus: Points are given each month for the top ten sales personnel, graduated from 100 points down to 10 points, for placement based on the total dollar volume of freezer sales. Any salesman accumulating the highest number of points by December 15, 1954, will be given a two weeks all-expense trip to anywhere in the continental United States for himself and one other person. This contest is not effective unless there has been at least 500 completed sales for the St. Paul office only, during the year.

Low Overhead

The policy of the firm consists in having low rental cost locations, in carrying a small inventory of freezers, and the little service required.

Due to the cost of selling outside, not much money is spent on advertising. Publicity money goes for such things as demonstrations put on at builders shows and the like, where a lot of people can be contacted. At such times, when a horde of people are passing, newspapers are handed out to visitors which explain the food plan in print. Naturally at these exhibits the names of as many interested prospects are picked up as possible. End

IDEA FILE

ELECTRICAL MERCHANDISING will pay \$10.00 for acceptable photographs of dealer ideas similar to the one below.



PROSPECT CARDS at David Lyle Appliance, Columbus, Ohio, are filed by streets, not alphabetically. So a store salesmen like the man at the left in this picture can just lift a whole batch of prospects and spend a day of canvassing going from house-to-house in one neighborhood.

BEE-VAC

APPLIANCES

Offer you "Quality Always"

- Attractive Designs
- Perfected Engineering
- Dependable Performance
- Precision Manufacture



LOOK to the reputation and financial standing of the manufacturer when choosing a line of electrical household appliances. Back of every Birtman guarantee are:

Three thoroughly modern factories geared to

volume production. Forty-six years experience in electrical appliance manufacture. Millions of dollars of merchandise now in use both in America and foreign countries.

Over ten million dollars in resources.

Financial rating AAA-1.

See Our Exhibit • June Market, June 21-July 3
AMERICAN FURNITURE MART • 17th Floor—Space 35 and 36

BIRTMAN ELECTRIC COMPANY

CHICAGO 39, ILLINOIS, U. S. A.

HOW TO LAND CUSTOMERS

Use the 'yellow pages' of the telephone directory—a sure way to reach new customers in your community.



Call the Classified Directory Representative at your local telephone business office.

Dryer on Free Trial

—CONTINUED FROM PAGE 68—

the store an entrance into the home, Biever feels, and helps keep the customer sold on the appliance just purchased. And it is one of the best ways Biever has found to scout out the prospect's needs. In sizing up the housewife's kitchen and laundry equipment, the salesman can start the ball rolling in switching a prospect into a dryer customer.

Nailing It Down

When the actual selling begins, Biever works with slow but sure methods. No high pressure here, for he finds that if the prospect does not buy today, she will probably come back tomorrow or the next day. It takes both time and patience to sell in a town with the rural characteristics of Port Washington.

Financing is naturally used by Biever, with the standard ten percent down and the rest over 18 months. But Biever likes to handle the payments in the store proper, finding that he can often cultivate a customer

There are two times when the owner of an appliance firm should be nice to his employees: When he's mad and when he isn't!

winding up his payments on one appliance into starting all over again on another unit.

When the cost of installation presents any problem during a sales pitch, the prospect is shown some actual bills for current dryer sales. In most cases, this usually convinces the few worried skeptics.

Dryer sales are closed both in the store and outside, running about fifty-fifty as to urban or rural sales. All four of Biever's men sell, both salesmen and servicemen. And Biever slants his pitch towards the individual, working with his men to probe for the one angle that will in all probability close the sale.

Local Problems

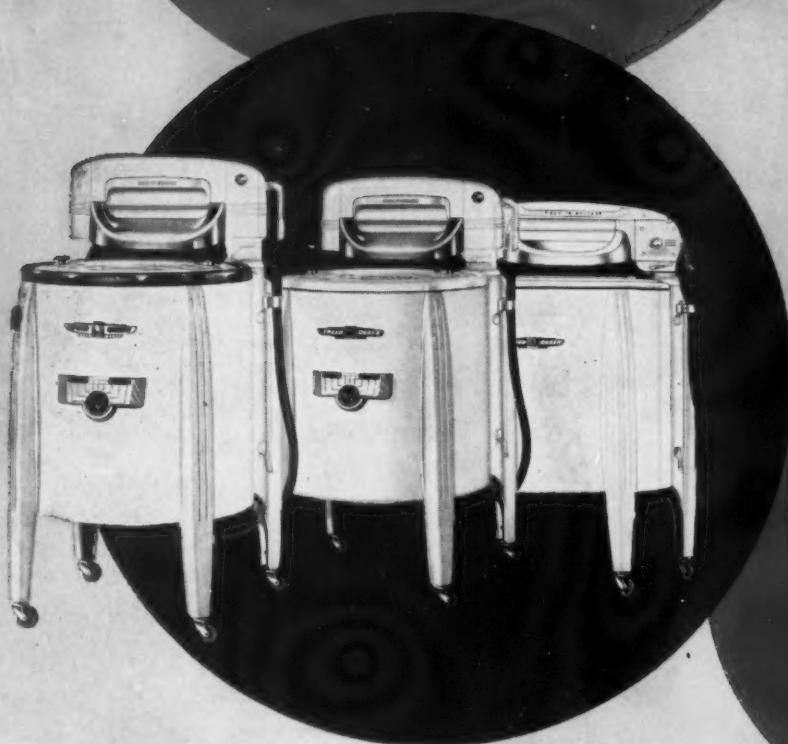
And one effective approach, right in Port Washington itself, is the problem of dirt and soot from the town's factories. Stressing a subtle approach, Biever emphasizes the benefits of a machine drying job as against a line dried wash in the local area. It's all part of an individual selling job that is necessary in a small town in order to keep sales high.

For Vincent Biever, an "eager" Biever if there ever was one, works in a combined industrial-rural area just 30 miles north of Milwaukee. And he uses all approaches that produce results. When angling for dryer sales, he has found the free home trial especially effective. Coupling this with direct selling and a constant hunt for new prospects, he rolled up a total gross volume of \$150,000 for 1953.

End

Dependability and Washability

that protects profits . . . builds good will



The complete Speed Queen line is built by Speed Queen . . . and quality-controlled by Speed Queen . . . in Speed Queen's own four plants.

It's a pleasant, comfortable feeling for any dealer to know that every automatic washer that leaves his store (1) will not eat up profits in service, and that (2) it will *build* good will—not tear it down.

The Speed Queen automatic washer has fully demonstrated that it protects profits and builds user satisfaction. Reports from Speed Queen dealers throughout the nation testify that the new Speed Queen Automatic is No. 1 in *Mechanical Dependability* . . . No. 1 in *Washability*! Two profit-making essentials.

Why not have our district manager call, and let him tell you the *full* Speed Queen *profit* story.

SPEED QUEEN CORPORATION
Ripon, Wisconsin



See Us at
SPACE
530
Summer
Furniture Mart
Chicago

SPEED  **QUEEN**

WASHERS - IRONERS - DRYERS

CHALLENGER



Ends the bends! Tunes from natural, easy finger-tip level. Complete set of controls.

8 Beautiful DÉCOR Colors!

Match any interior decorating scheme—gorgeous fashion-favored colors, plus spectacular leopard skin, leather and wood-grain patterns!

Sleek HIGH FASHION Profile!

Not an inch of excess "waistline," not an ounce of excess weight. Challenger cabinet measurements but slightly larger than tube size—slim, trim lines that revolutionize TV styling!

Exciting NEW FEATURES Buyers Want LOW PRICES That Make Buyers BUY!

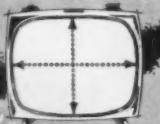
PORTABLE!

Compact, light weight (only 47 lbs.)—easily carried anywhere, to and from porch, kitchen, bedroom, rumpus room, summer home or on trips.



IT'S ALL PICTURE...

...fully and deeply defined, edge-to-edge image! No "dead" screen area—it's ALL one huge, comfortable-to-watch picture!



AND WHAT A PICTURE!

...as different as Raytheon styling! The Challenger pulls pictures where other sets falter—pictures so clear, so brilliant, they're almost like "3-D"!



SLIDE!

**Dealers Jubilant! Inquiries Deluge Distributors! Orders Pour In!
Factory Swamped with Letters, Wires and Phone Calls!**

"You have launched the era of the second set family"— says a delighted distributor—"we proved it by making three retail sales to second set buyers the first day it was on a dealer's floor."

Sensational new

RAYTHEON

Challenger

**Sets the trade on fire
from coast to coast**

Raytheon—a new kind of TV... that's DIFFERENT! Startling new styling—eye-catching features you can SEE and S-E-L-L—obviously high value—and sensational low prices!

And remember! EVERY RAYTHEON carries a good, substantial mark-up. With no tie-ins! You don't have to "nail down" any model.

WHAT MORE COULD A DEALER WANT?

"There isn't anything more," said one dealer. "You've got it all in this amazing new Challenger series!"

And another dealer exclaims—"They take 'em away from us—give us more!"

These new Raytheon Challengers are building the fastest-growing, biggest money-making, "on-its-toes" dealer organization in the industry.

They're dealers who have the good sense to *sell what the public wants!*

If you're that kind of dealer, you want Raytheon—and Raytheon wants *you!*

Send the wire below—RIGHT NOW!

Call
Western Union
Send this
NOW!

AT THE MARKET

Space 1191

Merchandise Mart

D. O. Klein, Director of Marketing
RAYTHEON MANUFACTURING COMPANY,
Television and Radio Division
5921 W. Dickens Ave., Chicago 39, Illinois

RUSH DETAILS OF NEW RAYTHEON CHALLENGER FRANCHISE WITH
YOUR PLANS FOR ATTRACTING BIG VOLUME AT OLD-TIME PROFITS

Company Name _____
Street Address _____
City _____ Zone _____ State _____
Individual's name _____ Title _____ EM-6

new from Quicfrēz®



18 cu. ft. upright freezer

**BIG • BEAUTIFUL • COMPACT
FEATURE-PACKED**

- holds up to 630 lbs. of food
- four refrigerated shelves—18½ sq. ft. of fast-freezing surface
- three Handi-Shelves in door
- special swing-down utility shelf
- interior light in inner door
- special pie and pastry rack; special juice bank
- built-in lock
- only 36" wide, 30" deep, 69¾" high

Write for literature today!

Quicfrēz®

makers of fine freezers and refrigerators for almost 50 years
Quicfrēz, Inc.
Fond du Lac, Wisconsin

Their Service Worries Are Over

CONTINUED FROM PAGE 74

Why not, Clark asked himself, provide a brighter future for Roberts by putting him "in business for himself" on a service basis, and at the same time, relieve the Carlisle appliance sales organization from the crushing burden of service responsibility?

As Clark himself expresses it, "It proved to be one of the wisest moves we have ever made". Since that time, the Carlisle appliance sales management has concerned itself with no service problems whatsoever, with the single exception of television. All white goods service now is the responsibility of the "Domestic Engineering Company" which is simply an organization headed by Kenneth Roberts, employing two expert servicemen, and housed in space provided without charge by the Carlisle management. Every installation, every service call, whether in warranty or out, all adjustments, demonstrations, etc., fall within the province of Domestic Engineering Company. Carlisle's, on the other hand, is completely divorced from the service load. Television service, which both Clark and Roberts consider an entirely different field, is still maintained by the store, primarily because Roberts had no experience in electronics and did not want to tackle this responsibility.

Working Arrangement

Here's how the arrangement works, as detailed by Roberts himself.

"We are paid a 2½% over-ride on all white goods sold through any of our 11 stores and which do not require installation," he points out. "By that I mean that refrigerators, home freezers, sewing machines, ranges, package air conditioners, etc., automatically deposit 2½% of their sales price to our account as soon as they are delivered to the purchaser. Where an installation is involved, such as with the automatic washer, Carlisle's pays us a flat \$16 for installation, plus one year's service."

On out-of-warranty repair, Carlisle's has adopted a liberal attitude. If the customer is an established account holder with Carlisle's, and simply charges the repair to her account, Domestic Engineering Company discounts 15% to Carlisle's, this amount compensating the parent store for receiving the call, routing it to the service department, maintaining a certain amount of records, etc. If, on the other hand, the customer pays Domestic Engineering Company in cash for repairs, Carlisle's is discounted 10%.

Payments Monthly

Payments to the service organization are made on a monthly basis, from a daily-posted record of sales. There are very few bookkeeping steps associated. The mere entry of the item, as entered on the report, credits Domestic Engineering Company with 2½%. If a check-mark appears on

the ledger page, the 2½% figure does not apply and \$16 is automatically credited to Roberts.

Assures Best Service

The system is particularly advantageous in the automatic assurance of top-quality in service and customer satisfaction, according to Clark. He points out that it behoves Roberts to do a thorough, workman-like job of installation on all new equipment to guard against the necessity of callbacks, later adjustments and repairs. Likewise all in-warranty service is maintained at a high-quality level, simply because anything of a lesser nature would insure the need for expensive call-backs and other non-compensated labor on the part of the service organization.

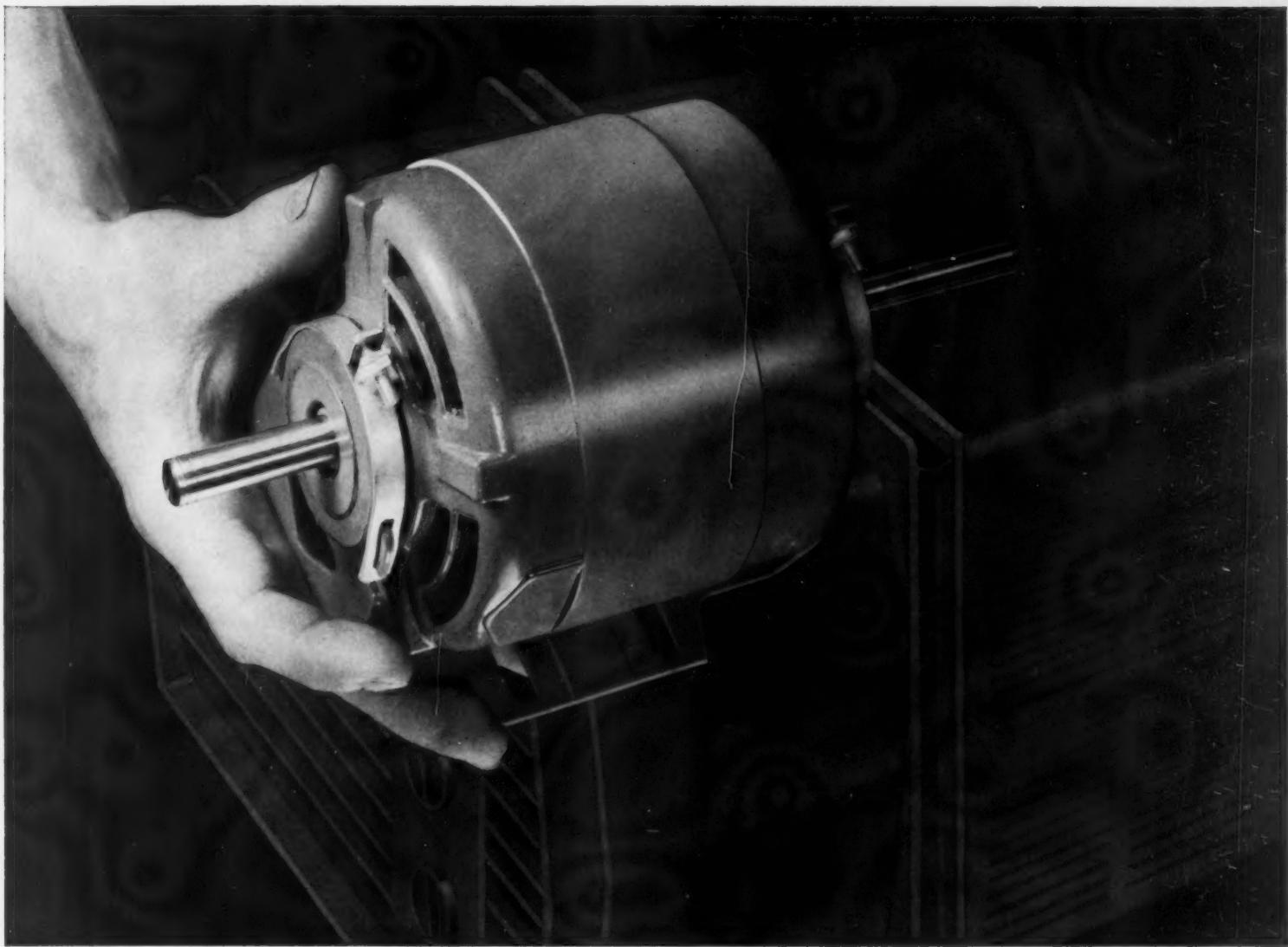
The ideal situation, of course, would be that in which any Carlisle store could simply sell a major appliance and forget about it, assured that Roberts and his white goods maintenance experts would keep up service thereafter. In practice, however, this is over-simplification, according to Clark. He caters to Roberts to the extent of maintaining a huge battery of card files in his own office, which list not only the normal data on each appliance sale, but likewise contains space for entries regarding service calls, customer complaints, adjustments made, etc. One full-time employee is responsible for maintaining liaison between service and sales through this card file, and posting all sales and crediting the service organization.

Bookkeeping by Carlisle's

At this point, it might be well to mention that all Roberts repairs are billed on Carlisle invoices, and that helps keep the Carlisle name uppermost in the customer's mind.

Carlisle's only other concession to its service organization, in addition to the card file and providing free space, is a woman "service dispatcher" located in the appliance department on the fourth floor. She receives all in-coming pleas for service, maintains personnel schedules and routes calls efficiently to save on gas, time, and other expenses. Incidentally, this young lady has been extensively trained in the ills of most appliances, and can turn away nuisance calls and many complaints, merely by suggesting that the housewife make this or that adjustment to put her appliance back into operating condition.

In return, all appliance parts, in warranty or out, are billed to Roberts so that he takes care of the in-warranty credits and charges from the distributor, thus eliminating this extra work entirely for Carlisle. It is a profitable set-up for both sides of the picture, according to Clark. "A lot of our recent sales expansion would have been impossible had we been forced to devote the usual attention to service load" he concludes. *End*



This G-E Motor puts "sell" in a product

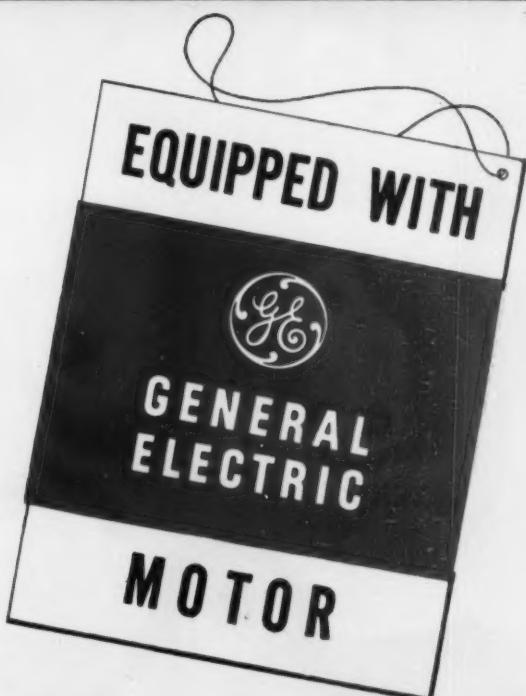
... and this G-E tag helps move it

General Electric motors make *good* products *better*. Products equipped with G-E shaded-pole motors like the one shown above run quietly, day or night, and the motor never needs oil through its entire life.

Use the G-E tag and show your customers you've got what they want. Hang it on an air conditioner, window fan, furnace fan—or any other product powered by a G-E motor—and you'll turn shoppers into buyers . . . move appliances easier . . . make profits faster.

General Electric Company, Schenectady 5, N. Y.

704-35

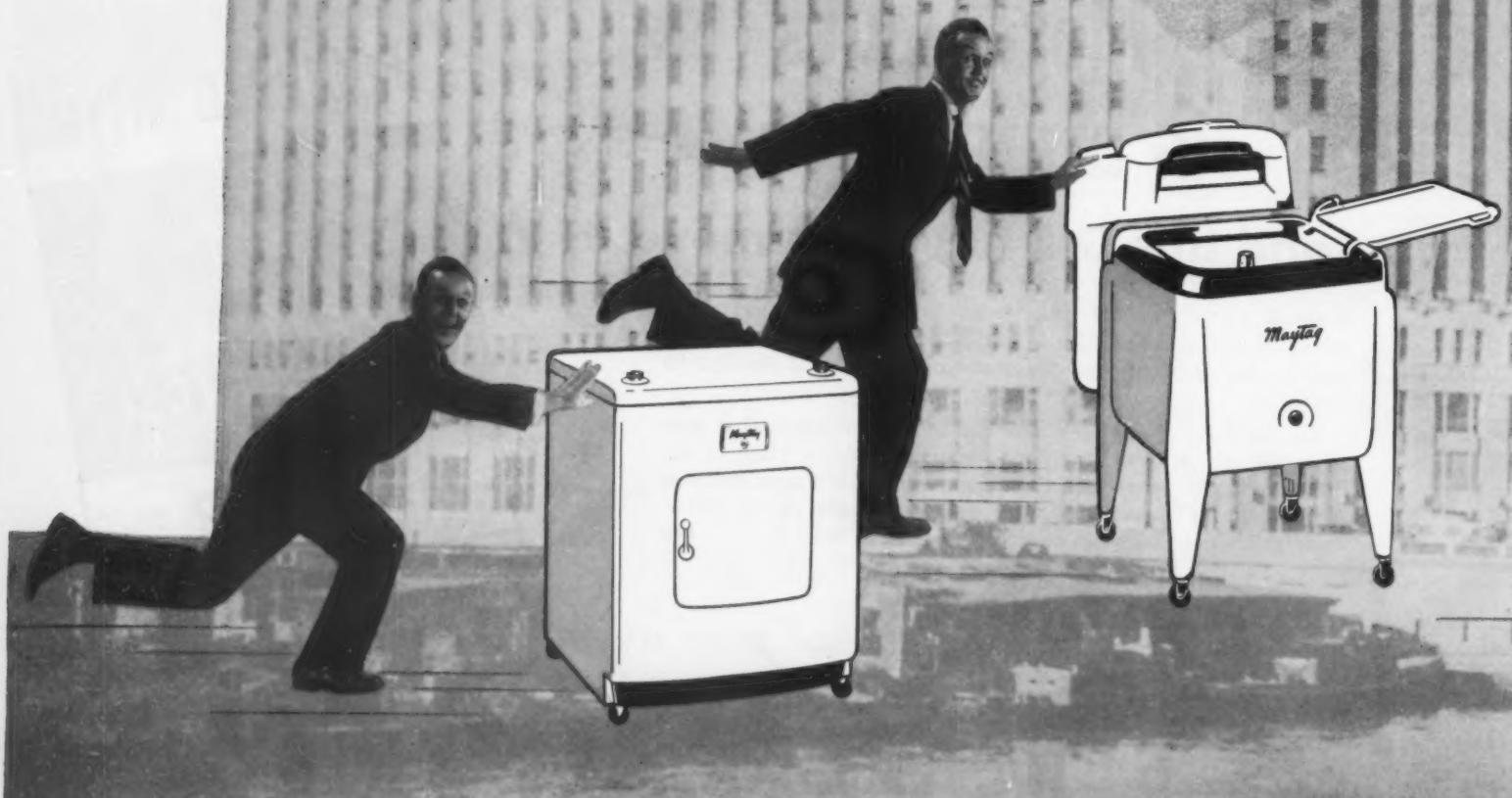


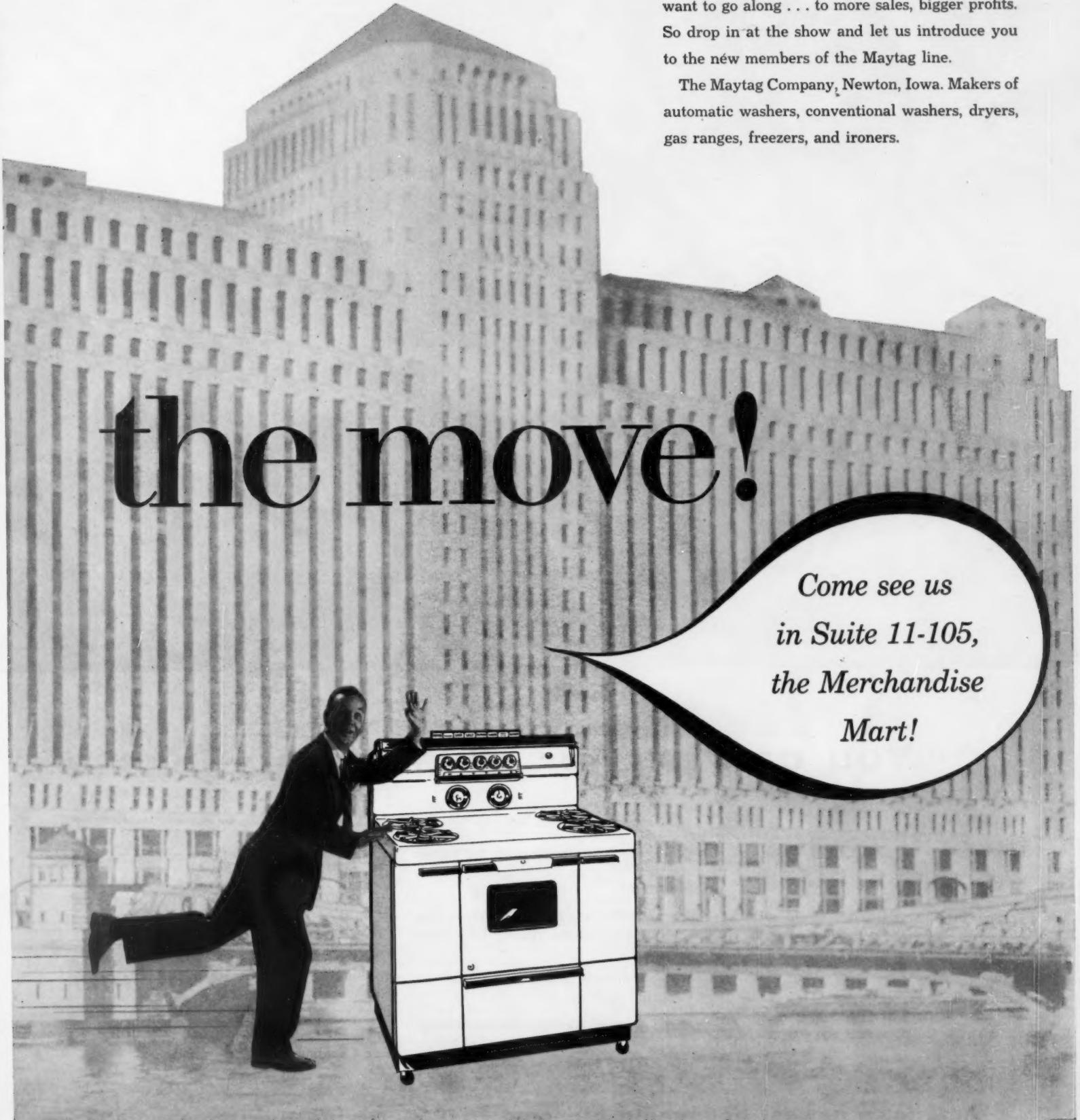
You can put your confidence in—

GENERAL  **ELECTRIC**



Maytag is on





the move!

*Come see us
in Suite 11-105,
the Merchandise
Mart!*

Maytag is on the move! . . . to brand new quarters (permanent) in Suite 11-105 in the Merchandise Mart. We'll be all set to meet and greet you come Summer Show Time. (Or *anytime*, for that matter, because we'll be at the Mart all year round)

Maytag's on the move with exciting new products too . . . real salesmakers! You dealers will want to go along . . . to more sales, bigger profits. So drop in at the show and let us introduce you to the new members of the Maytag line.

The Maytag Company, Newton, Iowa. Makers of automatic washers, conventional washers, dryers, gas ranges, freezers, and ironers.



You can be her silver lining

"OH NO! My nice clean wash all wet again. When will I ever get it dry."

The man who can answer that question is you. You can be the silver lining in those dark clouds. You can end her back-breaking washday problem of lugging out the wash, hanging it up, taking it down. YOU can sell the lady a dryer with the famous Lovell drying system. She'll love you for it—and you'll wind up with a silver lining in your pocket for your trouble. Use these Lovell features:

1. Thermostatic Control: (a) Dial provides for ten degrees of dryness. (b) Automatic shut-off at desired dryness.

2. Vacuum Drying System preheats air, has highest hourly drying rate, costs less to operate, reduces lint accumulation.

3. New Extra-large Infrared Element has three times more heating area, purifies clothes, dries them more gently.

4. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.

5. Air-cooled Cabinet allows easy access for cleaning.

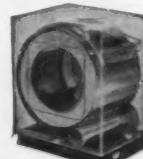
6. Easy-to-clean Lint Trap.

7. Lint Trap Safety By-pass prevents clogging if user fails to empty trap.

8. Outdoor Humidity Vent is easily connected at rear.

9. Handy Clean-out Duct to remove sand, small objects.

The Lovell Drying System is used in many leading makes of tumble-type dryers, both gas and electric. Lovell Manufacturing Company, Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.



America's newest household blessing



Drying System

ELECTRIC and GAS

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)

NEW PRODUCTS



ANNA A. NOONE



HOTPOINT Dishwasher

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Model: Hotpoint mobile dishwasher No. 43MCP22 with laminated maple wooden top.

Selling Features: No. 43MCP22 is the same mobile dishwasher introduced early in January with the laminated maple top 1½ in. thick, 27 in. wide and 23½ in. deep, flush-mounted on all sides of dishwasher for added work surface; washes 66 pieces; double washes and double rinses and dries electrically.



WESTINGHOUSE Freezers

Westinghouse Electric Corp.,
Electric Appliance Div.,
Mansfield, O.

Models: Westinghouse 1954 upright freezer line includes 3 models UFC-85, UFG-120 and UFE-180. **Selling Features:** Slide-out juice trays, pastry racks and roll-out drawers; Cold-Saver door on each compartment to prevent cold from spilling out of cabinet when door is open; also serves as handy loading and unloading shelves; Freez-File inventory recorder on outside door for quick location and quantity reference; vinylite file is marked into 7 classifications: meat, vegetables, fruit, poultry, fish, pastry and miscellaneous.

UFG-85 and UFG-120, 8½ and

12-cu. ft. models have 2 refrigerated plates at top and bottom of quick freeze compartment providing 10 to 15 degs. below zero temperatures; Artic blue interiors including inner door panels, breaker strips and Cold-Saver doors; Hobnail motif on blue plastic band across outer door. UFG-85 occupies 28 in. floor space has 294 lb. frozen storage capacity, 3 inner compartments, (2 with Cold-Saver doors and one roll-out storage bin); guard light indicates when current is off.

UFG-12 occupies 32-in. floor space, holds 420 lbs.; has 4 inner compartments (3 with Cold-Saver shelf doors.)

UFG-180, 18-cu. ft. model occupies 36 in. floor space; quick freeze area in lowest of 4 compartments; all have center-opening Cold-Saver doors; removable pastry rack and guard light.



BROIL-QUIK Broiler-Rotisserie

Peerless Electric Inc.,
615 W. 131 St.,
New York, 27, N. Y.

Device: Broil-Quik "Robot Chef" broiler-rotisseries.

Selling Features: Equipped with "Bake-O-Matic" electric tray for baking; tray is thermostatically controlled by "Robotemp heat control," is placed in lowest rack position, a small extension cord attached is plugged into electric outlet on unit and tray sends heat from bottom up for baking.

Other features include Tobotron infra-system consisting of Thermo-Rod element, Robotimer, automatic 2-hr. timer; and a pilot light; slide-away spatter shield can be slid down and under unit in a continuous motion; triple-chromeplated grill, deepwell and tree tray, removable tray racks; 6 broiling levels. **Price:** No. GTR "Robot Chef" \$59.95; No. GTR-B with "Bake-O-Matic" tray, \$69.95.



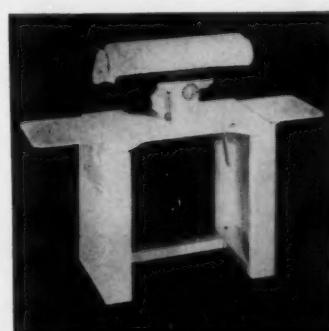
WESTINGHOUSE Cleaner

Westinghouse Electric Corp.,
Mansfield, Ohio

Model: Westinghouse "Porta-Vac" portable cleaner.

Selling Features: Weighs 7½ lbs.; ½ h.p. motor and 2 turbine-type fans; less than a foot long, 6 in. wide and 7½ in. high; reinforced phenolic plastic body finished in coral baked enamel; Toss-Away paper bag can be lifted out by outside paper ring; bag fits inside cloth bag of specially woven cloth; cleaner may be used with cloth bag only; equipped with 5 cleaning attachments.

Price: \$49.95.



IRONRITE Ironers

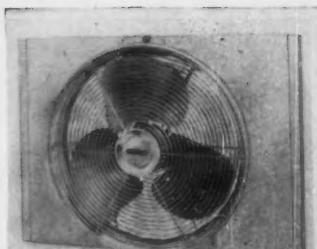
Ironrite Inc.,
Mt. Clemens, Mich.

Models: New low-priced "Standard" line includes No. 890 Portaway, No. 800 Utility and No. 850 Standard.

Selling Features: No. 850, style leader features 2 open ends; "Doll all ironing points" a warp-proof cast-iron shoes; single knee operated lever control; scratch-resistant baked enamel finish; hinged, kitchen-counter-height top serves as work surface when closed.

No. 800, similar to No. 850 except it has no steel hood; designed for use in basement or utility room; protected by transparent plastic dust cover. Both models occupy 46x26 in. floor space.

Price: No. 850, \$205.95



FASCO Window Fan

Fasco Industries Inc.,
North Union at Augusta,
Rochester, 2, N. Y.

Model: Fasco 20-in. reversible window fan No. 2030.

Selling Features: In addition to being reversible, fan head is also removable for use as a portable fan; weighing 20 lbs. a press on finger clip makes it easily removable, and to replace it snaps into position; twin safety guards; 3-speeds 980 rpm high, 780 rpm medium and 600 rpm low using 105, 98 and 92 watts respectively; adjustable steel panel is 23 in. high for windows 29 to 37½ in. wide; quiet, rubber mounted, ½ h.p. 6-pole a.c. motor; dynamically balanced, aluminum blades; fan is 5 in. thick, ivory-gray finish with Silverline guards.



ROYAL Cleaner

Royal Appliance Mfg. Co.,
1975 E. 61st St.,
Cleveland, 3, Ohio

Model: Royal canister type cleaner No. 975.

Selling Features: New type base-mounted motor develops ½ h.p. producing static suction of watts from 65 to 68 in; swivel top; "toss-out" paper dust bag plus cloth filter bag; leakproof swivel floor nozzle with floating brush cleans under low furniture; toe switch; tool kit with storage kit includes leakproof wand and tool connectors; 2-tone Royal red and gray finish with chrome trim.

Price: \$89.50

In today's Reluctant sell *Hamilton* ..



Sell the name

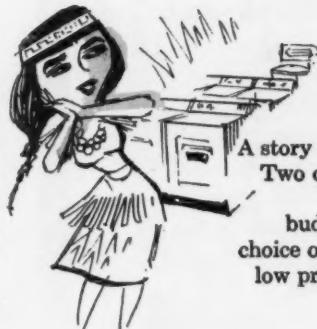
Buck market ... and you sell more!

The Reluctant Buck market is here—it's a work-for-it, coax-it and give-it-more-value market—it's the right market for selling Hamilton home laundry equipment! If you're setting out to get your share of those Reluctant Bucks, do it with the bigger-value package Hamilton gives you!



Hamilton means laundry equipment... and only laundry equipment!

Hamilton invented completely automatic washdays 16 years ago—and started its never-ending concentration on automatic laundering equipment! There are no "poor relations" in the Hamilton line, no electronic flycatchers to pioneer and lose your shirt on. Hamilton—the home laundry specialist!



Merchandising range without inventory-it!

A story so simple it can be told in two numbers! Two complete Hamilton home laundries—the big, beautiful Hamilton '300,' and the budget-priced Hamilton '200'—each with a choice of gas or electric dryers. Add Hamilton's low priced wringer-washers, and you have lots of coverage for not much cash!



More "sell" features per dollar —more "buy" reasons per unit!

Widest range of demonstrate-able features anywhere—including many pioneered and patented by Hamilton. Even the budget-priced Hamilton '200' laundry is feature-rich... offering such famous points of added value as Hamilton's own Soil-Seeking Washing Action and extra-gentle Carrier-Current Drying!



National promotion—month after month, year after year, hit after hit!

Big, powerful, compelling ads in the magazines women believe in tell a big, powerful Hamilton story... a continued story that means continuing sales support for you! Hamilton, a first-name in automatic laundering, holds the number one spot in market after market through this never-ending promotion!

women know and trust

Hamilton

the folks who made automatic washdays possible



HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

STOP THIEF!



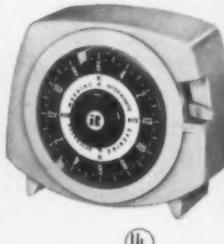
protect your home with LIGHT

**The great new selling theme
that means more TIME-ALL
profits for you!**

WHY? Because TIME-ALL, the handy portable household timer of many uses, gives realistic protection against prowlers while homeowners are away! TIME-ALL automatically turns lights on at dusk, off later in the evening; the family appears to be at home. And police say that's the best insurance against prowlers! TIME-ALL continues to do the job, for days, weeks or months—never needs resetting!



Simply plug a lamp into TIME-ALL; then set TIME-ALL to turn lamp "on" at sunset, "off" at normal bedtime. No indication is given that you're away since lights seem in use at normal times.



This selling theme makes your customers listen and buy because it strikes a basic need—preservation of home and valued possessions. And at just the right time—vacation season's peak!

REMEMBER TIME-ALL'S MANY OTHER USES...

makes practically everything electrical in the home operate automatically!

Write today for catalog, prices, and samples of new STOP THIEF promotion material! Ask for kit No. 64 Y.

INTERNATIONAL REGISTER COMPANY

2624 West Washington Blvd.

Chicago 12, Illinois

NEW PRODUCTS



PERFECTION Range

Perfection Stove Co.,
7609 Platt Ave.,
Cleveland, 4, Ohio

Model: No. L-307-A range.
Selling Features: 36 in. wide with multi-use griddle located between 2 pair of surface units on white divided top; griddle has variable switch control on white porcelain front panel; 4 surface units have 7-heat speeds ranging from 1250 to 2100 watts; flat coils hug utensils and are self-cleaning and hinged for easy access to reflectors and drip trays; large oven, satin black porcelain enamel lining; aluminum smokeless broiler pan with reversible trivet type rack; acid-resistant titanium porcelain enamel finish; available as an accessory is a modern lamp and timer—a double incandescent lamp with a 1-hr. minute minder.



SWIFTY Fryers

Eastern Metal Products Co.,
Alcamatic Bldg.,
Tuckahoe, 7, N. Y.

Models: 3 Swifty cooker-fryers.
Selling Features: Round cooker-fryer-roaster 75RF, automatically cooks, fries, roasts, steams, blanches, stews, bakes; circular cooking well holds enough for 8 full portions; perforated aluminum colander; temperature control ranges from 200 to 400 degs.; 1-piece, die-cast aluminum well; dome type cover; aluminum roasting trivet; 1450 watts.

Square cooker and deep-fryer 20DF features cooking well large enough for 10 portions; fry basket has removable handle; automatic, single knob temperature control from 200 to 400 degs.; signal indicates when to cook or deep fry; easy flow drain spout; aluminum well; 1450 watts; available in white enamel or chrome finish.

Alcamatic deluxe cooker-fryer-roaster-oven R100, holds 10 to 12 portions; large fry basket with removable plastic handle; automatic,

single knob temperature control ranges from 200 to 450 degs.; signal light indicator; aluminum roasting inset pan; snug-fit high dome cover; 1500 watts; white enamel or chrome finish.



PENNWOOD Clocks

Pennwood Numechron Co.,
7249 Frankstown Ave.,
Pittsburgh, 8, Penna.

Models: Numechron Moderne No. 300 and Century No. 600.
Selling Features: Moderne has plastic case in walnut, spruce green or gray; metal trims in gold finish; bookend base in maroon plastic; self-starting movement.



Century, futuristic design; rosewood plastic case, matching base with contrasting ivory louvres; also available in ivory case with red louvres; 4 1/4 in. high, 7 1/4 in. wide, 4 in. deep; weighs 3 lbs.

Prices: Moderne, \$10.95; Century, \$14.95 in rosewood, \$15.95 in ivory.



EMPIRE Percolator

The Metal Ware Corp.,
Two Rivers, Wis.

Model: "Aristocrat" automatic percolator.
Selling Features: 8-cup capacity; non-drip teapot-style spout; thermostatic control "Flavor-Selector" provides mild to strong coffee; red signal goes on when coffee is ready for serving; chromed copper.

2 other automatic aluminum models have "Flavor-Selector": a 3-to-5 cup "Thrift-O-Matic" No. 1961, and a standard 8-cup model No. 1962.

Prices: "Aristocrat" \$21.95; No. 1961, \$9.95 and No. 1962, \$11.50.



ELECTRICAL MERCHANDISING—JUNE, 1954

4 ways to make more money!

Oster
SELL

QUALITY PRODUCTS . . . best gift choice from June to June!

JOHN OSTER MANUFACTURING CO., MILWAUKEE, WISCONSIN

OTHER OSTER ELECTRICAL HOUSEWARE PRODUCTS INCLUDE: HOME HAIR CUTTING SETS AND CLIPPERS, HAIR DRYER, AND HAIR VAC

Her
Mind's
her
Own!

...that's why she'll buy



She wants an automatic dishwasher. What homemaker doesn't? But which *one* does she want? She hears many wonderful things about automatic dishwashing, but she also hears that some dishwashers leave glasses spotty, pots and pans dirty, and in some cases something happens to the silverware. This, she doesn't want. So she wants to be sure when she installs a dishwasher that she has one that will serve her faithfully. But which one?

If you're selling Hotpoint—the automatic dishwasher that gets every-

Hotpoint ...



a **Hotpoint** AUTOMATIC DISHWASHER



FEATURES SHE WANTS

- Dual-Detergent Dispenser . . . makes 2 wash cycles possible
- Spin-Shower Action . . . whirling water cleanses from top and bottom
- Front opening with Roll-R-Racks . . . racks roll out separately for easier loading
- Extra work surface provided by fixed, counter-height top
- Electric Heat Drying . . . Cal-rod® unit dries dishes quickest, most sanitary way
- Phantom Drain . . . means quicker, cleaner draining, eliminates troublesome drain valve
- QuiKonekt Pump-Drain Dishwashers . . . install as easily as a sink, save buyer up to 50% in installation costs



thing it washes cleaner than any other dishwasher—you can make up her mind for her in nothing flat. Because seeing is believing. And all the advanced features that make the Hotpoint Dishwasher the world's finest are easily demonstrated. That's why she'll buy a Hotpoint.

Let your Hotpoint distributor give you a demonstration of the way you can build a sound, profitable dishwasher business in a hurry. He'll show you why Hotpoint Automatic Dishwashers are the choice of those who want the finest.

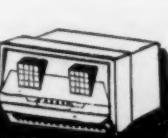
Changes Your Viewpoint . . . Automatically!



AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS • DEHUMIDIFIERS • CABINETS

HOTPOINT Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

The new Hotpoint Maple-Top Mobile Automatic Dishwasher rolls wherever it's needed. Exclusive maple cutting-counter for chopping of meats, dicing of vegetables, etc., simplifies meal preparation.

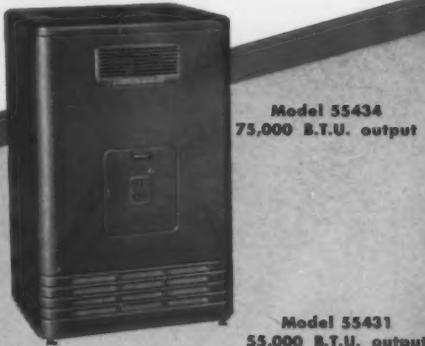




Model 55414
75,000 B.T.U. output



Model 55411
55,500 B.T.U. output



Model 55434
75,000 B.T.U. output



Model 55431
55,000 B.T.U. output



Model 55448
35,000 B.T.U. output



Model 45033
85,000 B.T.U. input



Model 45032
65,000 B.T.U. input



Model 45002
65,000 B.T.U. input



Model 45031
45,000 B.T.U. input



Model 45007
25,000 B.T.U. input

*Showing at Space 549 A
American Furniture Mart — Chicago*



Line Up.....

Mark Up
with
Preway

oil and gas heaters that step up your sales

In the space heater business, there's no line that gives you as much as PREWAY . . . no line that's coming as fast as this one. In engineering, in styling, in pricing, PREWAY — now third largest in the field — provides the lead story in the industry, for both oil and gas—and behind it is the full profit mark-up your success depends on.

In the hotly contested selling days ahead, you'll need the full power of this dynamic, growing line — and you know it. So write at once to have the PREWAY distributor in your area call to give you the full facts and figures. You'll thank your stars that you did.

Preway, Inc.

9654 Second Street, North
Wisconsin Rapids, Wisconsin

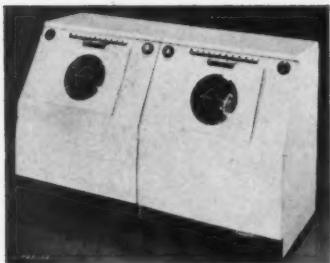
NEW PRODUCTS



UNIVERSAL Cooker-Fryer

Landers, Frary & Clark,
New Britain, Conn.

Device: Universal round shaped, automatic cooker-fryer. Selling Features: Deep fries, bakes, cooks soups, stews, meats, casserole dishes; accurate temperature control holds exact temperature for every recipe automatically; easy to read temperature dial conveniently placed provides temperatures from 250 to 450 degs. F., and a "lo" for simmering; Tell-Tale signalite indicates when fat reaches required deep fry temperature; fry basket with convenient drain rest; storage cover. Price: \$18.95.



WESTINGHOUSE Laundry Twins

Westinghouse Electric Corp.,
Electric Appliance Div.,
Mansfield, O.

Models: New Laundromat "custom" laundry twins LS-8 Laundromat and DS-8 dryer. Selling Features: Both appliances are identical in styling, with slanting fronts and glass look-in door. Laundromat features Agi-Tumble automatic wash action that combines agitation and tumbling; 9 lbs. capacity; safety switch automatically stops machine when door is opened during any part of wash cycle; water temperature and washing time regulated by flexible single dial control; dial permits any wash time from 2 to 20 min. with full rinse action and a choice of hot or warm water temperatures.

Time settings on control dial provide for complete control of all types drying action—dial can be used to completely dry clothes for storage, damp-dry for ironing or at minimum settings safely dry man-made fabrics; designed for 230 or 115 volts; uses direct air flow system that brings fresh air into dryer and filters, warms and blows it into clothes; perforations on drum at rear accelerate venting of heated air; heater automatically shuts off about 5-min. before dry cycle ends; dryer automatically shuts off when look-in door is opened.

Prices: LS-8, \$259.95; DS-8, \$191.70. Other models include

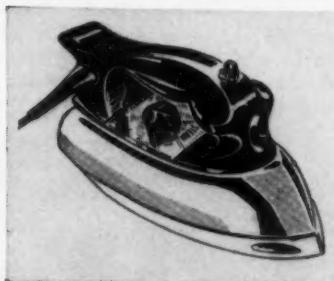
LB-6, Laundromat, \$299.95, D-6 dryer, \$229.95 and low-priced models LS-7 Laundromat, \$199.95 and DS-7 dryer, \$162.97.



TELECHRON Clock

Telechron Electric Clocks,
Ashland, Mass.

Model: "Motif" Tole clock. Selling Features: Available in black, olive green, dark red or teal blue cases with gold color Tole ornamentation. Price: \$7.98 plus tax.

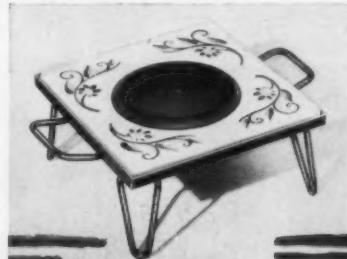


SWIFTY Iron

Eastern Metal Products Co.,
Tuckahoe, N. Y.

Device: Swift steam-dry iron No. 3000.

Selling Features: Automatic, fingertip, safety-set fabric selector (single control for steam and dry ironing) flash system of supplying steam; 34 sq. in. soleplate; weighs 3½ lbs.; uses tap water; right-and-left-hand cord; double button nooks; wrinkle-proof heel; all round bevel; plastic handle with dual thumb rest; chromeplated finish; 1100 watts.



MARKEL-MAID Cooker and Warmette

Markel Electric Products Inc.,
Buffalo, N. Y.

Models: Markel-Maid cooker MM-20 and Warmette MM-10.

Selling Features: Hi-Lo table cooker cooks and warms with a high speed of 660 watts and a low of 90 watts.

Warmer keeps foods hot with 90 watts; multi-color ceramic tiles, hand painted under glaze with black wrought iron frame and legs; matching black scratch resistant ceramic on steel coverplate.

Price: Cooker, \$12.95; Warmette, \$6.95.



WESTINGHOUSE Ranges

Westinghouse Electric Corp.,
Electric Appliance Div.,
Mansfield, O.

Models: Re-designed Rancho range No. JG.

Selling Features: Knee-hole desk styling; features 4 Corox units, large work surface; True-Temp oven provides evenly balanced heat for roasting and baking; single dial oven control turns on current and sets temperature at same time; oven signal light glows when current is on; waist-high storage drawer on right, tuck-away knee-hole space provides room for kitchen stool or wastebasket.

Other models in "salesman line" consists of the Thirty, Leader and Commodore.

Prices: Rancho, \$158.88, Thirty and Leader, \$191.61; Commodore, \$229.91.



HOMKO Mower Line

Western Tool & Stamping Co.,
2725 Second Ave.,
Des Moines, Iowa

Model: Homko reel type riding mower, No. RR-140; rotary mower; Lawn Sweeper LS-200; and lawn trimmer.

Selling Features: No. RR-140 uses an automobile type clutch with gear shift for forward, reverse and neutral action; 2½ h.p. Briggs & Stratton gas engine; 30-in. cutting width; turns in a 4-ft. radius; flexible cutting unit permits operation on rough ground; adjustable, spring constructed seat; with blade dis-

engaged the Riding Mower is also suitable for use as tractor for pulling a lawn sweeper, fertilizer spreader, roller, etc.

Self-propelled rotary power lawn mower has recoil starter; finger touch clutch control; air foil shaped blades; variable speed throttle and adjustable cutting heights; lightweight 2 h.p. B & S gas engine operates front-wheel drive; rotary blade; aluminum casting.

20-in. fold-away lawn sweeper picks up leaves, grass, clippings, week seed, stones twigs etc.; when 4-bu. basket is full sweeper is wheeled to disposal point, tipped and emptied without clogging brushes; canvas basket is replaceable.



Lawn Scout trimmer glides on hard wood rollers around trees, fences etc.; weighs 6 lbs.; handle adjustable from horizontal to vertical trimming positions; 2 hand grips; 5-in. rotary blade; spring-loaded friction clutch.

Prices: Riding mower RR-140, \$369.50; lawn sweeper \$29.80; trimmer, \$27.50.



RAYTHEON Micronaire

Raytheon Mfg. Co.,
Waltham, 54, Mass.

Device: Raytheon room-sized "Micronaire" electrostatic air cleaner.

Selling Features: Screens out microscopic particles from room air; uses approximately same amount current as a 40 watt bulb; air is drawn into machine by motor-driven fan and is passed over a series of closely spaced metal plates, every other one of which is electrically charged with static force that makes plate act as a magnet for dust and other air impurities; airborne particles are attracted to plates and cling there; unit can be removed in one piece and washed in sink; weighs 60 lbs.; mounted on casters 30 in. high, 15 in. wide and deep; requires no installation.

Price: "Under \$250."

WATCH FOR THESE TWO SURPRISES BY JAMES...

at Spaces 92-93, 17th Floor, Chicago Market.

1 AN UTTERLY NEW KIND
OF INSTALLED DISHWASHER
THAT OUTWASHES ALL OTHERS!



2 PLUS...AMERICA'S
ONLY PORTABLE
GARBAGE DISPOSER!

JAMES.

Independence, Kansas

America's
Largest-Selling
Mobile Automatic
Dishwasher

NEW PRODUCTS



DUNCAN HINES
Coffeemaker

Jet-O-Matic Inc.,
2900 Emerson Ave., So.,
Minneapolis, Minn.

Device: Duncan Hines Jet-O-Mat automatic drip coffeemaker.

Selling Features: Chrome coffeepot with plastic base and handle works on drip principle—water in well is converted to steam under pressure forcing $\frac{1}{2}$ cup water over grounds at temperatures from 160 to 197 degs.; repeated cycles move water in pot through coffee during brewing, $7\frac{1}{2}$ in. high, makes 10 cups in 14 min. or 3 cups in $5\frac{1}{2}$ min.; no-drip spout; protective handle; wide (3 $\frac{1}{2}$ -in.) top opening.

interfere with operation of unit; mounts on wood, brick or masonry; white finish. Prices range from \$29.95 to \$39.95.



The new Tork Air Conditioner Timer No. 1919-CSK converts any room air conditioner into an automatic unit without installation; plugs into an a.c. outlet and conditioner plugs into side tap on the Tork; 24-hr. dial has "on" and "off" trippers that can be set to turn conditioner "on" and "off" at predetermined times. Price \$24.95. Manufactured by Tork Clock Co., Inc., Mt. Vernon, N. Y.



P. G. Supply Co., announces a leakproof faucet adapter containing a pressure release valve No. 451 for use with portable automatic dishwashers. Pressure built up in hose flows directly into sink before the hose is disconnected with the pressure release valve. Designed to fit faucets equipped with aerators or having threads onto which aerators normally fit. (P & G Supply Co., Bronx, 60, N. Y.)



INTERMATIC Timer

International Register Co.,
Chicago, Ill.

Device: Intermatic Time-All automatic timer.

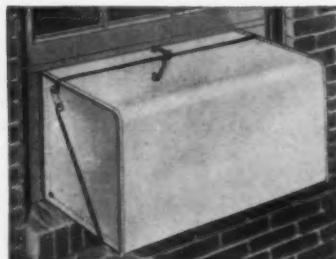
Selling Features: Redesigned numbers and newly designed dial provide legibility; gray plastic case with 2-shades of green on dial; makes appliances fully automatic—doesn't have to be reset each day.

Price: \$11.95

Briefs



Bar-Brook Mfg. Co., Inc., Shreveport, La., announces a new room conditioner Decor' Grille in two designs and 4 sizes. The grille hides the room air conditioner and adds decorative touch to window exterior; aluminum construction, easy to attach or remove; does not



A new air conditioner cover of 22 oz. crackproof, waterproof, mildewproof vinyl coated fabric is announced by Ero Mfg. Co., Chicago, Ill. Available in sizes to fit all leading models.

Appliance mats are the newest addition to the Pro-Tex line of stove and table mats. Can be used to protect porcelain tops of freezers, dishwashers, utility tables, automatic washers and dryers, or they can be placed on floor in front of dryer. Sheet steel top and water-repellent back; triple-baked enamel "linen design" finish in a variety of colors and sizes.



the Voice of Music

NEW!

Fidelis® Model 560

High Fidelity Table Model Phonograph

40 to 15,000 cps frequency range!
tone-o-matic® loudness control!
3 extended-range speakers!

Choice of finishes . . . hand-rubbed deep glowing African mahogany or rich Champaign blonde . . . same price! Another V-M FIRST! Elimination of the "usual" price difference! V-M Fidelis, in mahogany or blonde, only \$149.95* list. Its many exclusive, authentic high fidelity sales features make Fidelis the outstanding value in high fidelity.

- Exclusive tone-o-matic loudness control assures equal hearing loudness from 40 to 15,000 cps. Exclusive speaker system consisting of three extended-range speakers (two 5" x 7", one 6" x 9"), bass reflex tone chamber, full range angular tone dispersion.
- Exclusive built-in radio-TV tuner input receptacle and external speaker receptacle.
- Powerful 5 watt amplifier.
- Exclusive V-M Model 954 record changer with die cast tone arm.
- New high fidelity ceramic cartridge with twin sapphire needles.
- Other features: Muting Switch, Siesta Switch®, Lazy-Lite®, 45 Spindle.
- Black or brass legs available at slight extra cost.



Model 556

High Fidelity Portable Phonograph

50 to 15,000 cps frequency range!
tone-o-matic loudness control!
2 extended-range speakers!

V-M 556 combines easy-to-carry convenience with all the exclusive features of V-M authentic high fidelity. List \$119.95*

- Exclusive new tone-o-matic loudness control assures equal hearing loudness from 50 to 15,000 cps.
- Exclusive speaker system featuring 8" woofer and 4" tweeter.
- Exclusive built-in radio-TV tuner input receptacle and external speaker receptacle.
- Exclusive V-M model 954 record changer with die-cast tone arm.
- New high fidelity ceramic cartridge with twin sapphire needles.
- V-M adjustable tone chamber matches speaker tone quality to acoustics of any room.
- Powerful 5-watt amplifier has 500% reserve power.
- Compact, convenient, lightweight 29½ lbs.
- Scuff- and water-resistant leatherette covered tuned resonance case.
- Rich Brown or Rose and Gray combination.
- Other features: Siesta Switch, Muting Switch, Lazy-Lite, "45" spindle.

NEW!



V-M CORPORATION
BENTON HARBOR, MICHIGAN

See your V-M Distributor Salesman
Now for demonstration! Ask him
about V-M advertising, 4-color cata-
log, literature, sales promotion helps
and displays.

See You At
MUSIC MERCHANTS SHOW
IN CHICAGO
BOOTH 39
ROOM 959-W

*Slightly higher in the west.

UL Approved

WORLD'S LARGEST MANUFACTURER OF PHONOGRAHS AND RECORD CHANGERS

ELECTRICAL MERCHANDISING—JUNE, 1954

PAGE 115

IT'S THE
NEWEST WAY
IT'S THE
EASIEST WAY
IT'S THE
FASTEST WAY
TO *Sell*
ELECTRIC
FLOOR POLISHERS
AND **ONLY**

Shetland

CAN OFFER
IT



Guaranteed by
Good Housekeeping

THE NEW M-59 DELUXE

Shetland
TWIN-BRUSH ELECTRIC

POLISHER-SCRUBBER

Yes! Only Shetland comes superbly packaged in this sturdy, attractive blue and white GIFT STORA-CHEST. It's such a new idea — so appealing for either giving or getting. It's so different from the old idea of a drab corrugated carton that it "goes over" at once. Watch your customers flock around it with Weddings, House Warmings and other gift occasions in mind.

NATIONALLY
ADVERTISED

\$49.95

Fed. Tax
Inc.

PRICES
start
as low as

This easel stand and display card, combined value \$7.50, furnished FREE make every Shetland — an eye-catching Floor Merchandiser.

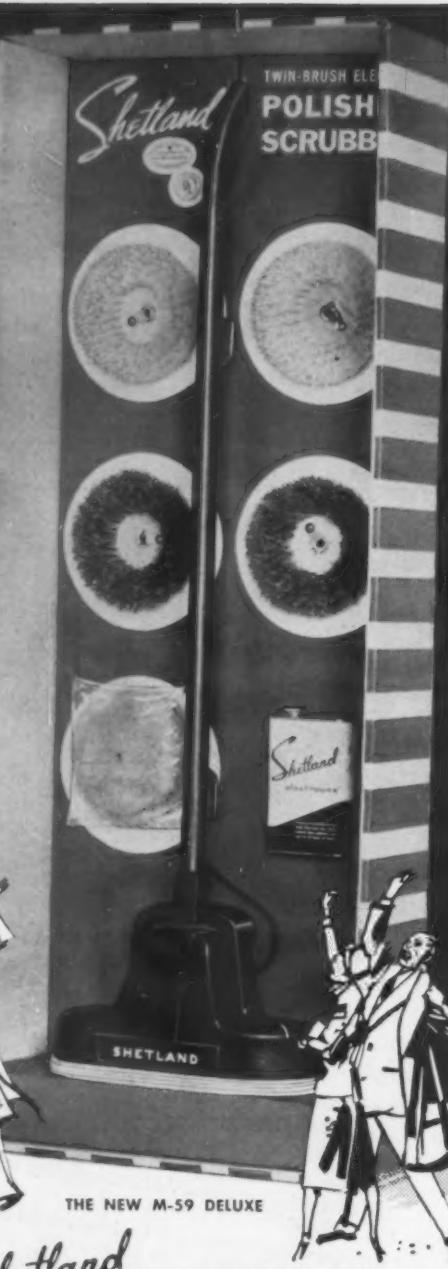
And... the Shetland itself — now finished in gleaming Dubonnet. It's one of the most beautiful home appliances on the market today. And even more important, behind all this is Shetland's quality, Shetland's guarantee and the fact that Shetland is always fair-traded with full mark-up for you. Stock Shetland, Sell Shetland, for repeat sales and satisfied customers.



GUARANTEED FOR 2 YEARS



SEE YOUR JOBBER OR WRITE US FOR FULL INFORMATION
THE SHETLAND COMPANY, INC., LYNN, MASS.



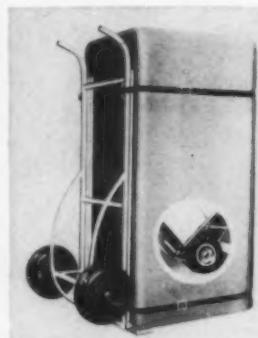
NEW PRODUCTS... For the Dealer

Perfection Stove announces a specially designed utility cart for moving Perfection room air conditioners from one room to another. The cart brings the unit from one room to another where cooling needs are greater at a particular time where permanent weather cabinets are installed.

A plastic mower cover is announced by John W. Miller & Associates, 203 N. Wabash Ave., Chicago, 1, Ill. All essential mower parts are protected against dirt and dust when mover is stored; cover has elastic handle opening. Will fit any type mower-reel or rotary; green vinylite with yellow \$2.45.

Remington Corp., has incorporated as standard equipment into its $\frac{1}{2}$ h.p. deluxe window air conditioner an Air Freshner device containing chlorophyll which sweetens room air and kills odors; fits into side of unit; maybe turned on or off as desired; one container lasts all season in normal usage; replacements available at about 79¢.

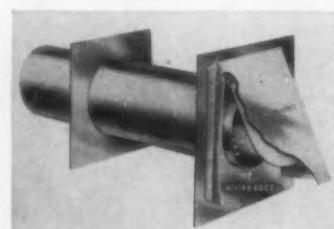
FOR THE DEALERS' BUSINESS



M/W Hand Trucks

Moellenbrock & Wilke,
Washington, Mo.

Device: Appliance truck No. 229
Features: Large 12 in. pneumatic tires mounted on roller-bearing wheels and special stair-climber axle hangers that facilities going up and down steps with heavy loads.



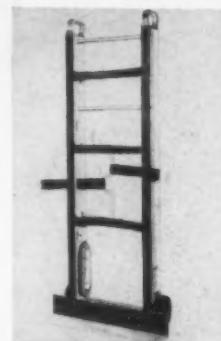
LAUND-R-VENT

Cole-Sewell Engineering Co.,
2288 University Ave.,
St. Paul, 14, Minn.

Device: Laund-R-Vent automatic vent for clothes dryers.

Selling Features: Automatically

vents moisture from all makes of clothes dryers; friction-free damper retards down draft, making for free venting to outdoors; all-aluminum construction. Complete "kit" includes three 24-in. lengths of aluminum pipe and 2 adjustable ells in addition to Laund-R-Vent. Special kits are also available. Price: \$1.95



ESCORT Trucks

Stevens Appliance Truck Co.,
Box 897,
Augusta, Ga.

Model: Escort appliance trucks. of Magnesium. Features: All models equipped with roller bearing crawler tread that enables operator to move appliances up and down stairs and over obstructions without lifting; felt padded fronts; has $\frac{1}{2}$ ton load capacity. Model M-2-S-T shown here has patented strap tightner.



BLACK & DECKER Saws

The Black & Decker Mfg. Co.,
Towson, 4, Md.

Device: Black & Decker Utility 7, 8 and 9 in. saws.

Selling Features: Grip handle placed at natural sawing position; king-size lever arm for retracting lower blade guard for making pocket cuts; heavy-duty motors designed specifically for power sawing; improved cutting line and blade visibility; large, sturdy shoe for good support and easy right or left-handed operation; full adjustment for depth or angle of cut; instant release trigger switch; telescoping lower blade guard; auxiliary knob on front of saw for 2-handed operation; 2 depth adjustments front and rear; wing nuts for accurate setting of depth and bevel adjustments; 7 and 8 in. models can be set of 0-in. depth of cut; 9 in. model has $\frac{1}{2}$ in. minimum cutting depth.

Superflame

"FUEL-SAVER" HOME HEATERS

SUPERCHARGED

with SALES POWER!

NEW!
Superflame
GAS HEATERS
with famous
HONEYWELL
CONTROLS!

ONLY
Superflame
OIL HEATERS
have the
amazing
"FUEL-SAVER"!

ONLY
SUPERFLAME HAS
THE SENSATIONAL
Superfan
FORCED AIR HEATING!

The basis for the most successful home heater promotions ever staged. Gives you a "year-around" selling weapon. Eliminates trade-in problems. Only Superflame gives you such a complete "supercharged" sales program!



GET FULL DETAILS
OF THIS POWER
PACKED PROGRAM!
WRITE TODAY!

Visit the
SUPERFLAME DISPLAY
Space 1775—1776—1777
American Furniture Mart

**DEALERS' RECORDS PROVE SUPERFLAME
SELLS IN VOLUME, EASIER, FASTER!**

Superflame's power packed promotions build traffic, boom business! They give you the most help where it does you the most good...at the local level! POWERFUL ADVERTISING HELPS, SALES PRODUCING MERCHANDISING PLANS, EYE CATCHING DISPLAYS, COLORFUL SALES LITERATURE, PLUS—THE MOST LIBERAL CO-OP AD PLAN IN THE INDUSTRY!

All this plus the greatest array of "quick-sale" features ever seen! Exclusive "Fuel-Saver" saves up to 50% on fuel! New beauty! Proven dependability that prevents service headaches! Models for every need, and every pocket-book! A Superflame franchise is your most valuable heating appliance franchise!

Queen STOVE WORKS, INC.
FACTORY AND GENERAL OFFICES
ALBERT LEA, MINNESOTA

Telechron®

CLOCK-TIMER

\$ 5,000

CLOCK-

WIN AS MUCH AS A

First Prize a \$1,000 U.S. Savings Bond

Second Prize a \$500 U.S. Savings Bond

Third Prize a \$250 U.S. Savings Bond

47 other prizes, your choice of clock-radios with Telechron clock-timers

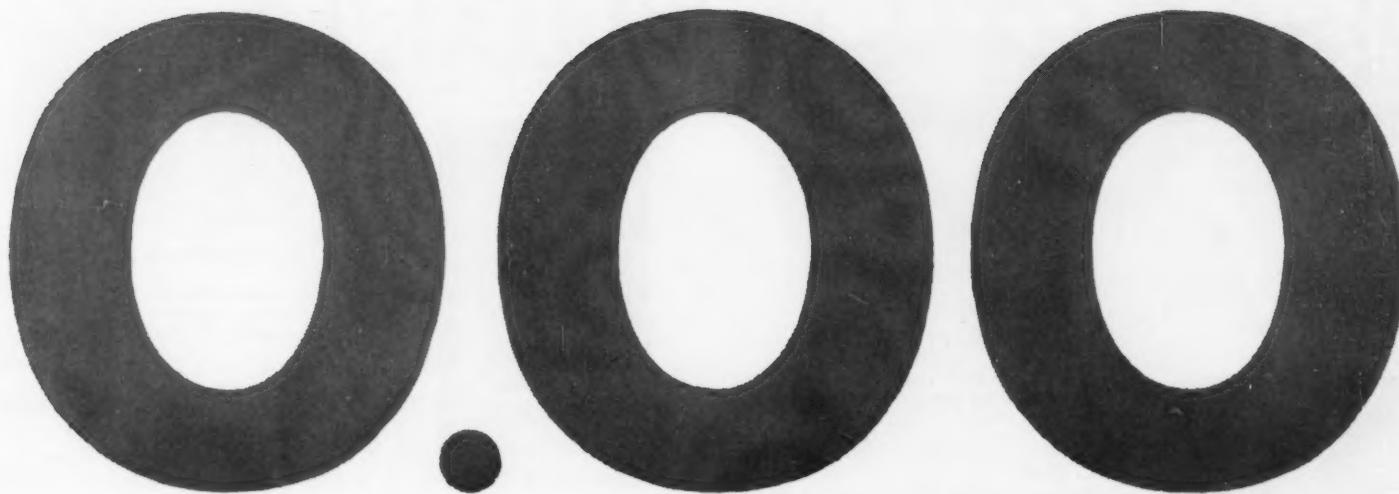
Here is a contest ANY retail clock-radio salesperson can win. And *only* retail salespeople who sell clock-radios are eligible to enter.

As you know, clock-radios are the musical maids of the American home. They wake you to music, turn on electrical appliances (such as a coffee percolator), switch them off, tell you the time, entertain you. You can think of dozens of practical uses, easily.

HERE'S ALL YOU DO: (1) send us your list of all the practical uses of a clock-radio that you can think of—and (2) finish this sentence in 25 words or less, "The Telechron trademark on the dial (or the Telechron Seal of Accuracy) helps me sell more clock-radios because _____." Use the coupon in this ad as an entry blank, or use a plain piece of paper. If you prefer, ask your distributor for entry blanks—he has them, or can get them for you.

HERE ARE THE SIMPLE RULES:

- 1 List as many practical ways you can think of that a clock-radio equipped with a maximum feature Telechron clock-timer can be used.
- 2 Finish this statement in 25 words or less, "The Telechron trademark on the dial (or the Telechron Seal of Accuracy) helps me sell more clock-radios because _____."
- 3 Use the coupon in this ad as an entry blank or use a plain piece of paper if you prefer.



RADIO CONTEST

\$1,000 U. S. SAVINGS BOND

- 4 Send your entry to Telechron Clock-Timer Contest, P.O. Box 643, New York 46, New York. Entries must be postmarked no later than July 31, 1954, and received not later than August 15, 1954.
- 5 Contest is open to all retail salespeople who sell clock-radios equipped with Telechron clock-timers. Entries must be the original work of the contestant and submitted in his or her own name. There is no limit to the number of contestants per store.
- 6 Entries will be judged on the number and the practicability of the ways listed that a clock-radio equipped with a Telechron clock-timer can be used and on the sincerity and aptness of the 25-word statement. All entries will be judged by the impartial staff of The Reuben H. Donnelley Corp. The sponsors of the contest reserve the right to investigate to determine whether the contestant was actually employed in the store during the contest period. Decision of the judges is final. Duplicate prizes in the event of ties.
- 7 All entries and ideas expressed therein become the property of Telechron Department, General Electric Company, to use as it sees fit. No entries will be returned. Winners will be notified in person or by mail. Contest is subject to all Federal, State and local regulations.

• •

TELECHRON CLOCK-TIMER CONTEST, E-6

P. O. BOX 643, New York 46, New York

Please enter me in the \$5,000.00 CLOCK-RADIO CONTEST. Attached is my list of practical uses for a clock-radio, plus my 25-word statement completing the sentence, "The Telechron trademark on the dial helps me sell more clock-radios because _____."

Name _____

Business _____

Street _____

City _____ Zone _____ State _____

• •

(NOTE TO BUYER—please post notice of this contest on your bulletin board for salespeople)

NEW PRODUCTS . . . TV and Radio



SYLVANIA TV Set

Sylvania Electric Products Inc.,
Radio & TV Div.,
254 Rano St.,
Buffalo, N. Y.

Model: Hillsdale, No. 515 table TV receiver has been added to line.

Selling Features: 21-in. new aluminized Mello-tone picture tube; super deluxe Photo-power chassis; HaloLight; mahogany or blond Korina cabinet; available with all-channel VHF-UHF for \$20 to \$40 extra than standard VHF price.

Price: \$299.95, mahogany, \$309.95 blond.



STROMBERG-CARLSON TV Sets

Stromberg-Carlson Co.,
Rochester, 3, N. Y.

Models: Studio 21-22 CM console, Courier, 21-22 TM.

Selling Features: Studio, 21-in. console in mahogany cabinet; aluminized kinescope tube mounted behind safety glass tilted forward to avoid reflections; 21 series has high gain turret-type tuner which is adaptable for UHF by removing unused VHF strips; 22 series has continuous UHF-VHF tuner at extra cost; automatic frequency; keyed agc; noise cancellation circuit; retrace suppression; automatic electrostatic focusing; permanent magnet dynamic type speaker concealed behind harmonizing grille.



Courier, 21-in. table set has rectangular picture tube mounted behind safety glass tilted forward;

available in 21 or 22 series; stable "sync" circuits; afc; agc; retrace suppression; permanent magnet speaker; available in mahogany Plexitone (21-22 TQ) or in mahogany veneer wood.

Prices: Studio, \$289.95; Courier, \$229.95 for Plexitone; \$249.95 for mahogany wood (the 22 series is \$30 higher in all models).



HALLICRAFTERS TV Sets

The Hallicrafters Co.,
4401 W. Fifth Ave.,
Chicago, 24, Ill.

Models: Hallicrafter PT-17 and 21K150.

Selling Feature: PT-17, newly designed 17-in. table set has controls on side, practically entire face is screen; can be moved from room to room; walnut mahogany or blond cabinet.



21K150, 21-in. open face console has company's 1300 series chassis; available in VHF alone or in UHF/VHF combination; mahogany or blond cabinet.

Prices: PT-17, \$149.95 in walnut; 21K150, \$269.95.



DU MONT TV Sets

Television Receiver Div.,
Allen B. Du Mont Laboratories Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: "Sumner," 17-in. and "Bennett" 21-in. table sets.

Selling Features: Automatic Sel-focus TV picture tube and continuous tone control; Dumonitor automatically adjusts for top reception in weak, medium or strong signal areas; for VHF-UHF reception, 82 all-channel tuning is optional; chassis in both models has 30 tube elements in VHF model and 34 tube elements in UHF receiver.

Price: "Sumner" \$199.95 in walnut \$219.95 in mahogany. "Bennett" with picture stabilizer, \$269.95 mahogany, \$279.95 in blond.



MAGNAVOX TV Sets

The Magnavox Co.,
Ft. Wayne, Ind.

Model: "Manhattan" consoles.

Selling Features: New design in legs that raise cabinet off floor to a balanced "floating" position; 2 extended range 8-in. hi-fi speakers located behind an inclined grille equipped with high-frequency diffusers for sound distribution; Chromatone filter on 2 of the models; all Manhattan 21's have MagnaspHERE "300" chassis with new circuitry incorporating 17,000 volts picture power; cascode tuner; instantaneous agc; Magna-Lok afc; vertical picture stabilizer; 41 mc IF amplifier; plug-in phono-jack. Available in cordovan MV1101 blond, or russet MV110LC and U110LC in blond or russet. All models with VHF and provision for later addition of UHF tuner, or with all 82-channel UHF-VHF tuner. The blond or russet models have the new Chromatone filter.

Prices: From \$249.50 to \$289.50.



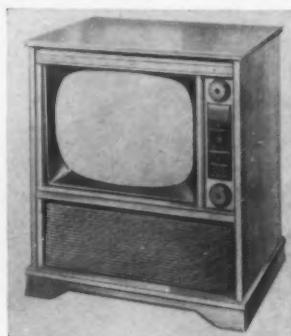
HALLICRAFTERS Hi-Fi Phono

The Hallicrafters Co.,
4401 W. Fifth Ave.,
Chicago, 24, Ill.

Device: The Maestro hi-fi phono. **Selling Features:** Has hi-fi frequency

range of 30 to 15,000 cycle per second and utilizes an 8-in. woofer and a 3-in. tweeter; sound is baffled by an acoustical glass wool wall; automatic 3-speed changer; a 2 mil precious needle in a ceramic cartridge.

Price: \$99.95 in mahogany; \$109.95 in blond.



PACKARD-BELL TV Sets

The Packard-Bell Co.,
12333 W. Olympic Blvd.,
Los Angeles, 64, Calif.

Models: 2 new TV models have been added to "Signature Series".

Selling Features: No. 2847, 24-in. tube, open-face console with Super-Power chassis, available in mahogany, blond oak and colonial maple; contains all P-B features; 32½ in. wide, 37-in. high, 24½ in. deep.

No. 2846, 24-in. tube table model in mahogany and blond oak; 28-tube Super-power chassis; 31½ in. wide, 22½ in. high, 23 in. deep.

Both sets feature tone control; custom cabinet; phono-jack and switch.



CBS-COLUMBIA Personal Portable Radio

CBS-Columbia,
TV and Radio Receiver Div.,
3400 47th Ave.,
Long Island City, 1, N. Y.

Device: CBS-Columbia personal portable radio No. 5220.

Selling Features: Operates on a.c.-d.c. or integral batteries; special battery-saving "on-off" indicator and full range vernier tuning; flush knobs prevent breakage; special markers indicate location of 640 and 1240 mcs CD bands. Weighs 5 lbs.; 9½ in. wide, 7 in. high, 2½ in. deep; molded plastic case in 2-tone color combinations: sand and Cocoa; gray and gunmetal; forest and spruce green; maroon and mocha.

A saddle stitched textron carrying case with adjustable shoulder strap is optional.

Price: Grey model, \$29.95; all others, \$34.95.

NOW 4,000,000 families!

Screened for the BUY on their minds

NOW Better Homes & Gardens is more than ever your primary advertising medium for appliance sales. Now it reaches 4,000,000 families!

No other medium—of any kind—offers you such a big, concentrated core of BUY-minded, well-off families, so eager and so able to equip their homes with the latest in appliances.

No other medium—of any kind—devotes itself to counselling so many millions on how to lead richer, fuller family lives—how to raise living standards even higher.

Thus these 4,000,000 families are screened for their interest in home and family. They read BH&G specifically to

learn how to improve their homes and what to buy to do it with.

Moreover, this editorially created buying urge carries over to BH&G's advertising pages—which readers consult with the same intense interest. Your advertising in BH&G is *not* an interruption of editorial. Here is one of America's very largest man-woman magazines, with an all-time circulation high—and the only one of them to grow great by a unique policy of helping people toward richer, fuller lives. That's why dollar for dollar, your advertising will sell more appliances in BH&G than in any other advertising medium of any kind.



MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

BH&G BUYological briefs

- 9 out of every 10 copies of BH&G go into husband-and-wife households.
- 8 out of every 10 BH&G families own their own homes—8 out of 10 live in single-family homes.
- In 1953, BH&G led all major circulation magazines (2,000,000 or more) in editorial lines devoted to appliances, equipment and housewares.
- In 1953, BH&G led all monthly magazines in advertising lines and revenue for television, radio and musical equipment—also, more advertising pages, lines and revenue for TV sets and TV combinations—for major appliances.
- More than half of BH&G's non-farm families have incomes of over \$5,000.

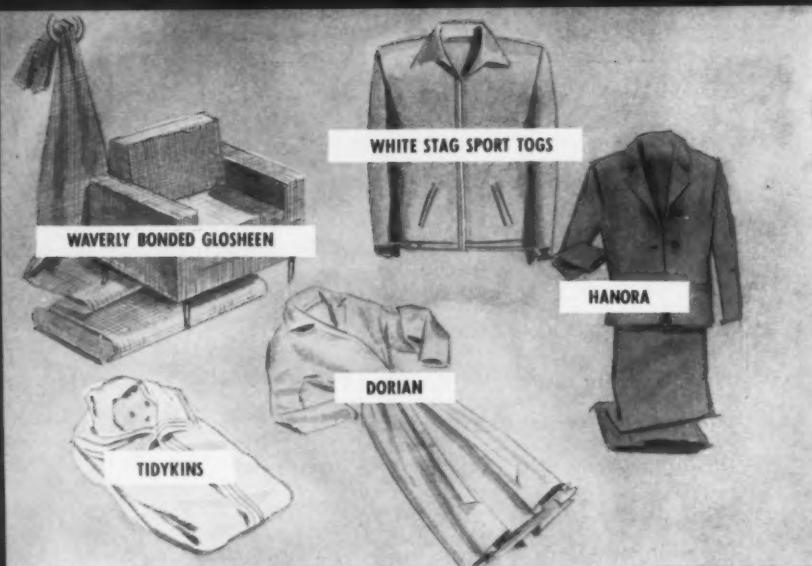
"WASH and DRY IT"

(that's what leading manufacturers themselves are recommending

LOOK AT THE EXTRA PROMOTION IT'S GIVING



DOZENS OF FAMOUS COAT MAKERS USE TAGS RECOMMENDING BENDIX! These are some of the tags seen on millions of beautiful high-fashion coats. They don't just say *machine-washable*—they say "For BEST results, Wash and Dry in a BENDIX"!



IT SAYS "BENDIX-WASHABLE" ON COUNTLESS OTHER ITEMS, TOO! Where you'd least expect it—on such things as draperies, slip-covers and tailored suits. They're all made of Fabulous Fabrics, and it says right on the label, "Wash and Dry in a BENDIX"!



LEADING STORES ARE PROMOTING "BENDIX-WASHABLE"! Women's specialty shops and prestige department stores are even giving demonstrations, featuring Bendix equipment at their high-traffic points.



IN A FLOOD OF LOCAL DEPARTMENT AND SPECIALTY STORE ADS... Bendix is the big word! In major cities these stores are using the "Wash and Dry it in a Bendix" slogan to announce that these Fabulous Fabric garments are machine-washable.

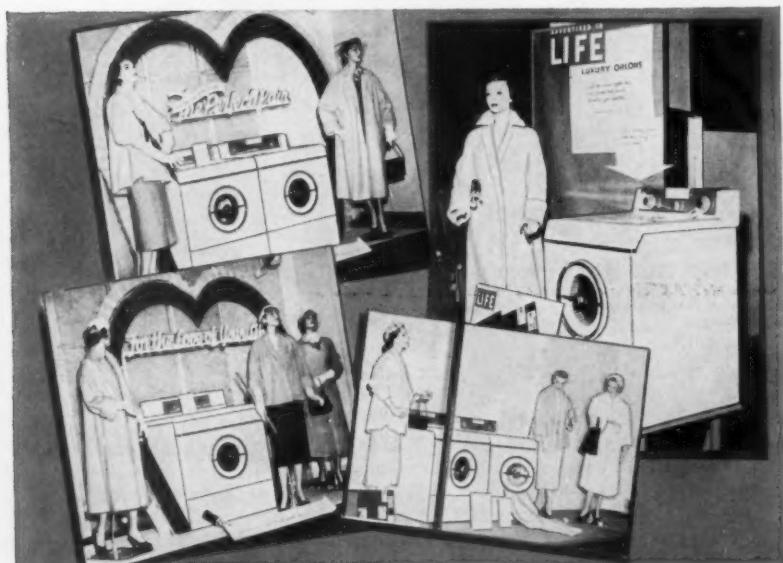
in a BENDIX®

for their Fabulous Fabric Garments!)

BENDIX DEALERS!



THEIR NATIONAL ADS—PAGES OF THEM—SAY "WASH AND DRY IN A BENDIX"! Reaching millions of women with the news that these garments no longer need dry-cleaning or hand-washing—now you can "Wash and Dry them in a Bendix."



AND HUNDREDS OF DISPLAYS SHOW BENDIX APPLIANCES! Leading stores across the nation are doing window displays showing Fabulous Fabric garments and Bendix Washers, Dryers, and Duomatics!

IT'S A BENDIX EXCLUSIVE!

Bendix and only Bendix gets such a giant indorsement!

IT'S A BIG BENDIX PLUS

added to the acceptance of the Bendix name and the power of Bendix advertising!

IS IT PAYING OFF? YOU BET!
JUST FEAST YOUR EYES ON THESE SUCCESS STORIES!*

• A leading Indiana department store, as a result of an "Orlon loves Bendix" tie-in, had to reorder new stocks of Orlon coats twice during the first five days of the promotion. Sale of twelve Bendix units, as a direct result of this event, has led to the scheduling of a second promotion.

A large Minnesota store tripled its Orlon coat sales with a one-time Bendix-Fabulous Fabric promotion.

*Store Names and complete details on request.



IF THERE EVER WAS A TIME TO RUN WITH A HOT PROMOTION... THIS IS IT!

Just when Bendix advertising is really rolling with the biggest ad campaign in laundry appliance history—here's a huge bonus promotion—telling millions of women that BENDIX Washers and Dryers are the ones to use

for the new Fabulous Fabrics!

The success stories prove you can make it pay off in your locality.

Call your local Bendix distributor, or write or wire Bendix Home Appliances.

BENDIX HOME APPLIANCES,
AVCO Manufacturing Corp.,
Cincinnati 25, Ohio

BENDIX
HOME APPLIANCES
PIONEER OF WORKLESS WASHDAY



MAGNAVOX Radios

The Magnavox Co.,
Ft. Wayne, Ind.

Models: Magnavox Duosonic hi-fi table radios AM10 and AM12 also FM11 and FM13.

Selling Features: AM models have 8 tubes and dual 6-in. speakers. AM-FM models have 10 tubes including rectifier with tuned RF stage and power transformer; and 2 speakers: a 6-in., and a 9-in. oval

Push-pull hi-fi amplifiers, 3-gang condenser tuners, wide-band, sharp-tuning switches and continuously variable treble controls; "ferrite core" antenna built-in; and plug-in phono-jack.

Model AM10 has Magnatex cordovan, blond or tan finish. AM12 with same components in hand rubbed mahogany or white oak cabinet. FM11 available in cordovan, or blond and tan Magnatex. FM13 in mahogany or blond oak cabinets.

Prices: AM10, \$59.50 in cordovan, \$64.50 in blond. AM12, \$69.50; FM11, \$89.50; FM13, \$99.50.

NEW PRODUCTS . . . Radio-Hi-Fi Recorders

cator printed on base plate; 2-tone beige and tan leatherette luggage-type case; weighs 18 lbs. without accessories; complete with tubes, microphone, 5-in. reel of tape and 5-in. take-up reel; operates on 110-120 volts 60 cycles a.c.

Price: \$139.95.



ROLAND Portable Radio

The Roland Radio Corp.,
Mt. Vernon, N. Y.

Model: "Riviera" "bi-fi" personal portable radio.

Selling Features: 4-in. speaker; weighs 2 lbs. 5 oz. complete with batteries; 2-way bi-fidelity sound; 4 dual purpose tubes; superhet circuit; built-in Ferrite loop antenna; red "flag" signal warns when radio is on green, grey or red plastic case; snap-lock construction permits easy access to battery compartment without hinges or screws.

Price: \$29.95 includes a saddle-stitched leather carrying case with adjustable shoulder sling strap.



MAGNEMITE Tape Recorder

Magnemite Div.,
Amplifier Corp. of America,
398 Broadway,
New York, 13, N. Y.

Device: Magnemite 610-A portable, battery-powered tape recorder with spring-wound motor.

Selling Features: Operates at tape speed of $\frac{1}{2}$ ips while maintaining a frequency response of 300 to 2,500 cycles; weighs 12 lbs; measures 5 in. wide x 8 in. high x 11 in. long; includes self-contained flashlight type batteries that last 100 operating hrs; tape drive system employs a resilient coupling through lapped Swiss-made worm gear system; built-in pre-amplifier provides for acceptance of input signals of 300 microvolts; recordings can be made while instrument is in motion; triple purpose indicator light signals 30 secs before rewind; record-play switch provides instantaneous changeover from recording to playback; light-weight cabinet; permanent erase optional; available fungus-proofed against tropical deterioration.

push-pull output hi-fi ceramic cartridge; 2 5-in. speakers; Alnico V magnets; 2-tone controls—treble and base; response 50 to 15,000 cps. 2-tone leatherette case.



TELECTRO-TAPE Recorder

Telectrosonic Corp.,
35-18 37th St.,
Long Island City, N. Y.

Device: Telectro-Tape portable magnetic tape recorder.

Selling Features: Weighs 14 lbs.; housed in luggage-type carrying case 7x10x11 $\frac{1}{2}$ in.; dual-track recording, fast forward and rewind control and a single control for recording and operating; unit provides 1-hr. recording time on a 5-in. reel, at $\frac{3}{4}$ ips per sec speed; can be played with cover closed; operates on standard 110-120 volt, 60 cycle a.c.

Utilizes 13 Waldes Truarc retaining rings in 5 sub-assemblies where they replace bulkier fastening devices—Truarc are used in motor and fan assembly, in the wind-rewind mechanism, on 2 rollers in same sub-assembly, rotary erase head assembly and roller plate assembly also utilizes Waldes Truarc grip rings.

Price: \$99.50.



MITCHELL Recorder

Mitchell Mfg. Co.,
2525 Clybourn Ave.,
Chicago, Ill.

Device: Mitchell "Super-Value" portable tape recorder, No. 1290. **Selling Features:** Built-in 6-in. speaker delivers full fidelity tone; bias-erase frequency features a 50 kc erase oscillator; full fidelity response from 65 to 10,000 cps; dual track type unit—dual head provides 2 recording tracks on a standard reel to double recording time, track accommodates a 5 or 7-in. reel which records 1 $\frac{1}{2}$ or 3 hrs. respectively; 7 $\frac{1}{2}$ in. per sec. recording speed; fast forward and rewind.

Built-in amplifier; 2 inputs—one for microphone and one for radio-phonograph; comes complete with long-life ceramic microphone impervious to heat or humidity; simplified controls include on-off, tone, volume, record-playback, fast forward and fast rewind; neon recording level indicator and a recording-time indi-



REVERE Portable Radio

Revere Camera Co.,
320 E. 21st St.,
Chicago, 16, Ill.

Model: Revere "400" portable ac-dc battery radio.

Selling Features: Housed in weather-proof case of top-grain cowhide in saddle tan reinforced with metal; wide leather carrying strap contains cord; lifting top cover automatically switches radio on for battery of 120 volt a.c.-d.c. operation; weighs 4 $\frac{1}{2}$ lbs.; operates on standard radio batteries and utilizes new circuit design; incorporates Ferrite plate antenna and Ferrite core IF transformers; an earphone and recorder output jack for private ear listing or connection to tape recorder.

Price: \$44.50 less batteries.



CONTINENTAL Hi-Fi Phonos

Continental Radio Corp.,
1632 N. Wells St.,
Chicago, 14, Ill.

Models: Continental Hi-Fi phonos Nos. 964, and 900.

Selling Features: No. 964 is equipped with 4 tubes including rectifier; push-pull output; hi-fi ceramic cartridge; two 6-in. speakers; heavy duty Alnico V magnets; 2-tone controls—treble and bass; response 50 to 15,000 cps; terminal strips for adding FM tuner and additional woofers and tweeters; and an automatic record changer; available in mahogany or limed oak cabinet.

No. 900, hi-fi portable phono; equipped with automatic record changer; 4-tubes including rectifier;



CONTINENTAL Hi-Fi Phono-Radio

Continental Radio Corp.,
1632 N. Wells St.,
Chicago, 14, Ill.

Model: No. 990 hi-fi phono-radio combination.

Selling Features: Features automatic record changer and built-in loop antenna; 6 tubes including rectifier; push-pull output; hi-fi ceramic cartridge; two 6-in. speakers; Alnico V magnets; 2-tone controls—treble and bass; response 50 to 15,000 cps; mahogany or limed oak cabinet; also equipped with terminal strips for adding FM tuners and additional woofers and tweeters.

WHAT'S NEW?

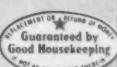
Here is a **PROFITABLE** answer . . .



- Converts any radio into a clock-controlled receiver • Retire to your favorite program . . . awaken to music
- Blanket shuts off automatically followed by alarm to prevent over-sleeping • Also converts any appliance into a timed device.



Model 993

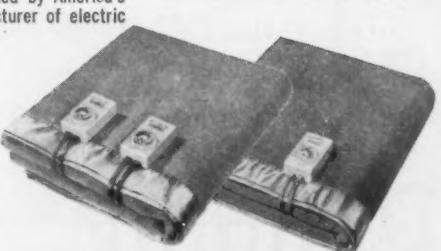


Nationally Advertised In:



Four-color and black and white NORTHERN advertisements will feature the exclusive new, NORTHERN Clock-Controlled Electric Blanket this season. Take advantage of this publicity as well as a host of other merchandising helps provided by America's oldest and leading basic manufacturer of electric bed coverings.

Other Northern Products



Dual and Single Control Blankets
For double or single beds. Each blanket made of fine quality materials in five colors. All are competitively priced. More than 1,300,000 people use them!



Dual and Single Electric Sheets
Light weight electric bed coverings made in three shades of fine sheeting material for those who want to enjoy the advantages of an electric blanket at an economy price.



Electric Heating Pads
Offer your customers the finest selection of competitively-priced pads on the market. More than 10,000,000 bought by satisfied users since 1912.

More than 42 Years Experience Manufacturing Electric Bed Coverings
Sold in Canada by George W. Endress Company, Ltd., Toronto

Northern Electric Company • 5224 North Kedzie Avenue • Chicago 25, Illinois

Because it gets the buying action

IN CHICAGO, IT'S

You put Chicago's No. 1 selling force to work for your line when you build your promotion around the Chicago Tribune. No other medium provides the ready-to-buy prospects and store traffic that today's selling needs.

Appliance store product advertisers in 1953 placed more than four times as much of their promotion funds in the Tribune as they placed in any other Chicago newspaper—and nearly twice as much as they placed in all other Chicago newspapers combined!

Last year, also, all advertisers combined invested over \$58,000,000.00 in the Tribune. This was more than advertisers placed in all other Chicago newspapers combined. It was more advertising revenue than was received by any other newspaper in the world!

Thru the Tribune you reach the people who are your best prospects. You reach them thru the medium they rely on more than on any other for buying ideas—and from which they

do most of their buying.

Illustrated at the right are four specific advantages that your advertising enjoys when you use the Tribune—advantages that assure you of extra returns from your advertising in this multi-billion-dollar market.

You use Tribune selling power most effectively when you base it on a Tribune consumer-franchise plan designed to fit your particular sales situation in the Chicago market.

The plan will provide you with a detailed analysis of your problems and opportunities here. It will give you a clear picture of current selling conditions and a background of local experience that will help you build greater sales and a stronger market position for your brand.

Dozens of case histories demonstrate what the Tribune consumer-franchise plan has done for other manufacturers and what it can do for you. For the full story, ask a Tribune representative to call.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

ADVERTISING SALES
REPRESENTATIVES

Chicago

A. W. Dreier
1333 Tribune Tower
Superior 7-0100

New York City

E. P. Struhacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit

W. E. Bates
Penobscot Bldg.
Woodward 2-8422

San Francisco

Fitzpatrick & Chamberlin
155 Montgomery St.
Garfield 1-7946

Los Angeles

Fitzpatrick & Chamberlin
1127 Wilshire Blvd.
Michigan 0259

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

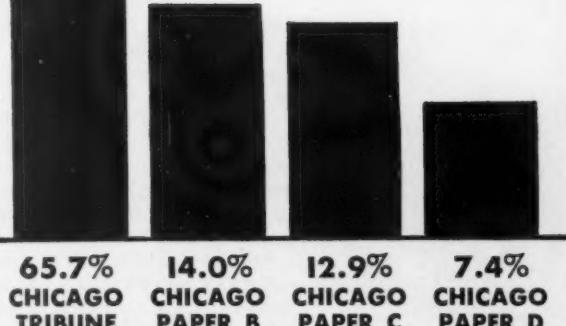
YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO . . .

that today's selling needs,

THE TRIBUNE 4 TO 1!

It's the Tribune 4 to 1!

Percentage of expenditures of general advertisers of housing equipment and supplies and radio and television sets in each Chicago newspaper. Year 1953



4 REASONS WHY YOU SELL MORE WHEN YOU USE THE CHICAGO TRIBUNE...



1. LARGEST AUDIENCE! The families who read the Tribune—hundreds of thousands more than are reached by any other Chicago newspaper—are the families who buy the bulk of the appliance store merchandise sold in the Chicago market.

2. BEST PROSPECTS! Because it is the medium from which for years they have been accustomed to buy, the Tribune is the medium to which your best prospects turn for shopping information when they are ready to buy.



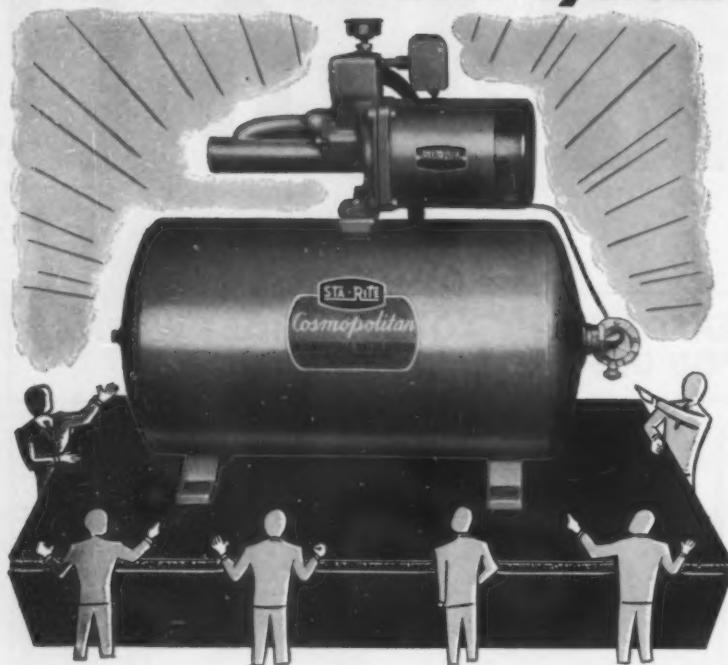
3. AID FOR YOUR SALESMEN! A promotion program built around the Tribune will get a ready hearing for your salesmen from Chicago dealers who know first hand the Tribune's ability to get buying action.



4. MORE DEALER SUPPORT! Dealers are quick to tie up with a schedule in the Tribune and give your line extra promotion in their stores because it brings them more store traffic and pre-sold prospects.

WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

Sensational NEW STA-RITE convertible water system



Cosmopolitan OUTPUMPS, OUTVALUES ANY OTHER WATER SYSTEM IN ITS PRICE CLASS

SAME EJECTOR FOR SHALLOW and DEEP WELLS

Converts in mere minutes! Customer benefits—you stock fewer parts. $\frac{1}{3}$ H.P. pump delivers top capacity—up to 615 G.P.H. as shallow well, 630 G.P.H. as deep well. ($\frac{1}{2}$ H.P. pump comparably higher.)

POWERFUL HEAVY DUTY MOTOR

No weak, split-phase motor here! Powerful $\frac{1}{3}$ and $\frac{1}{2}$ H.P. Capacitor motors, especially designed for Sta-Rite pumps. A guarantee of dependable, trouble-free performance.

MORE PERFORMANCE- PROVED SELLING FEATURES

Sta-Rite lets you keep your profit... protects against service call-backs! No skimping or stripping of quality. The only convertible with both glass-lined jet and stainless steel shaft to prevent rust and corrosion.

COMPLETE FACTORY ASSEMBLY! NO EXTRAS TO BUY!

Selling's easier! Profit's greater! A complete "package" water system. Price includes combination jet plus foot valve and bigger tank—all necessary parts. No accessories needed!

Don't miss a sale! Budget-priced "Cosmopolitan" available with vertical tanks, too. Write, wire or phone for more information today!

STA-RITE

STA-RITE PRODUCTS, INC. • 238 S. 8th Street • Delavan, Wisconsin
LOS ANGELES CHAMBLEE, GA. SEATTLE

STA-RITE PRODUCTS, INC.

242 S. 8th Street, Delavan, Wis.

Tell me more about the new Sta-Rite "Cosmopolitan"—the better quality, budget-priced convertible water system.

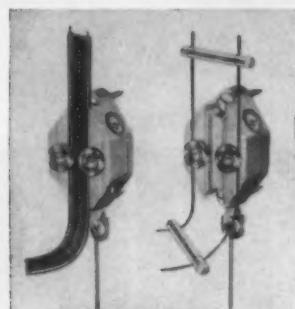
Name.....

Company..... Title.....

Address.....

City..... State.....

NEW PRODUCTS....TV Accessories

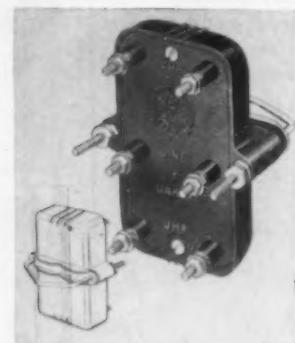


AMPHENOL Lightning Arrestor

American Phenolic Corp.,
Chicago, 50, Ill.

Device: Resistor-type-lightning arrester 114-328 for UHF/VHF.

Selling Features: Gives complete protection in both frequencies plus lowest possible measurable loss in signal strength; handles flat, tubular or open wire transmission line; simple to install—all lead-ins are inserted in vertical position.

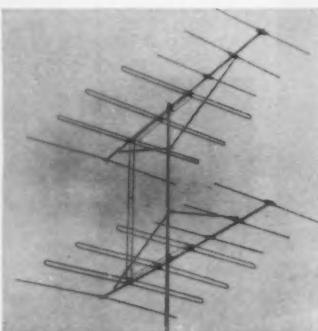


RADIART Filter Network

The Radiart Corp.,
3455 Vega Ave.,
Cleveland, O.

Device: No. UAK-4 filter network for TV antenna installations.

Selling Features: Not a printed circuit but an engineered filter network with coils and capacitors, no resistors; functions as a low loss filter; sealed polystyrene case with molded "standoffs", maximum signal rejection ratio; easy installation, positive grip to fit almost any mast; for use in 300 ohm installations; suitable for segregating VHF and UHF at the set.



CHANNEL MASTER Yagis

Channel Master Corp.,
Ellenville, N. Y.

Device: Challenger broad band yagis No. 1526, and 1573.

Selling Features: No. 1526 7-element low band yagi with 3 driven dipoles; aluminum; preassembled; boom-braced; covers channels 2 through 6 with from 6 to $7\frac{1}{2}$ db gain; on high band the major lobe splits into 2 lobes 45 degs. off center.

No. 1573 high band yagi provides fringe area coverage of channels 7 through 13; has 10 elements including a transformer type dipole, a tuning fork for flat gain level; "snap-lock" action permits instant assembly without hardware.

Price: No. 1526, \$27.78; No. 1573, \$14.58

TV Briefs



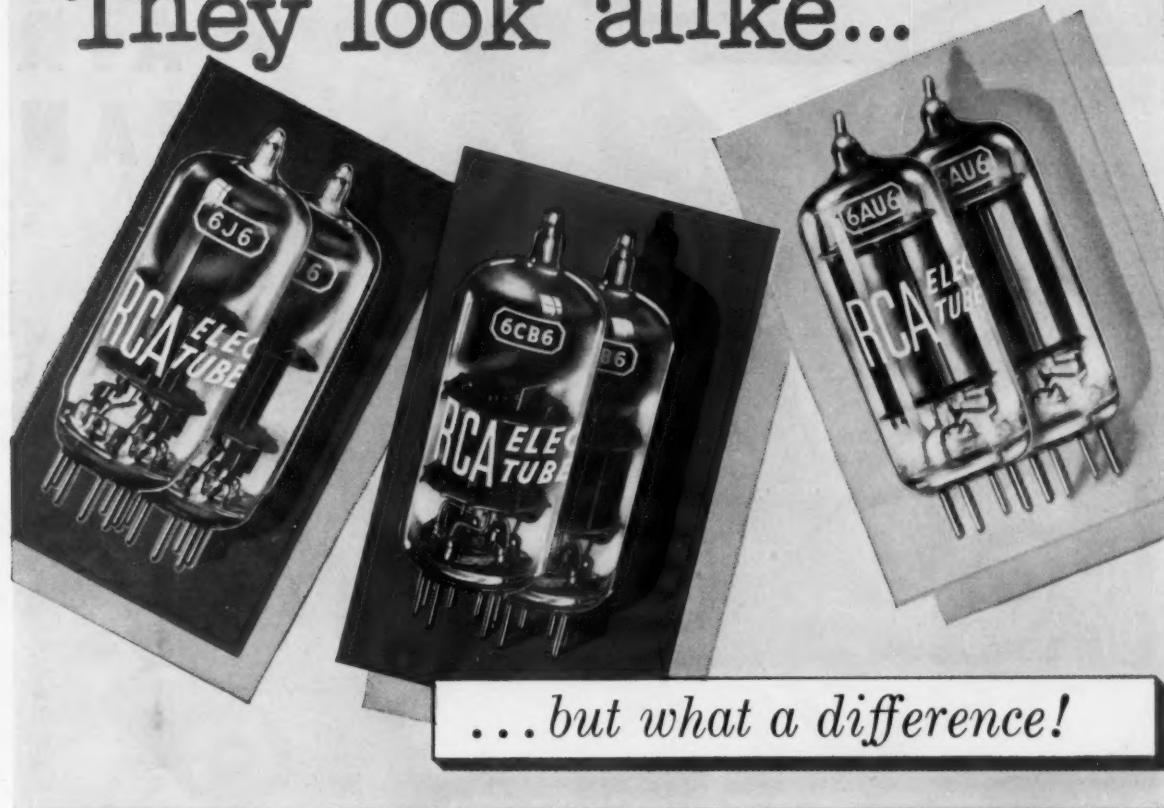
Six new TV tables at a new low price are announced by Universal Woodcrafters, Inc., La Porte, Ind. Three models are available with shelves and 3 without; all models have ball-bearing swivel, and are made of grained 5-ply veneer in mahogany, limed oak and blond. Models without shelves are GB100, GB200 and GB300; models with shelves are GB150, GB250 and GB350. Sizes range from 21x21 in. to 26x22 in.



Vidaire Line-Up LU-10, voltage booster is announced by Vidaire Electronics Mfg. Co., 576 W. Merrick Rd., Lynbrook, N. Y. The Line-Up was designed to boost the AC line voltage up to 10 volts in areas where high current consumption causes 115 volt line to drop. Features include plug-in installation; 350 watts; single switch for 10-volt boost or normal; grey crackle finish.

Min-X—a double acting demineralizer of non-breakable construction employing high capacity resin filters for the production of chemically pure, triple distilled water—is announced by La Motte Chemical Products, Towson, 4, Baltimore, Md. Suitable for use in steam irons, storage batteries and other places where chemically pure water is necessary.

They look alike...



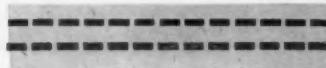
...but what a difference!

These RCA types today give you...

LONGER LIFE



SUPERIOR PERFORMANCE



AT NO EXTRA COST



Here are 3 more examples of how regular RCA receiving tubes are constantly being improved to meet the changing requirements of radio and television applications. These RCA types provide you with the superior performance usually claimed for higher priced specialty designed types.

RCA-6J6 features pure tungsten heaters for improved life . . . uses a special cathode material to help maintain characteristics throughout the life of the tube. Each tube mount is adjusted to provide increased uni-

formity of characteristics of each triode unit.

RCA-6CB6 uses a No. 2 grid of improved design, resulting in lower grid operating temperature and longer tube life. Special controls on materials and processing improve uniformity of plate cutoff and reduce variations in characteristics when heater voltage fluctuates.

RCA-6AU6 uses a double helical heater, resulting in an extremely low hum level. Inverted pinched cathode reduces possible motion of tube ele-

ments thus minimizing microphonics.

The superior performance of *regular* RCA receiving tubes—at *regular* prices—eliminates unnecessary callbacks, assures you of greater customer satisfaction, results in increased profits for you.

When you sell a receiving tube, your reputation and profit depend on its *performance* and *reliability*. So, you can't afford to buy anything less than the best in receiving tubes . . . and the best are RCA.



RADIO CORPORATION of AMERICA
ELECTRON TUBES

HARRISON, N.J.

DUSTRONIC®

electronic portable room

AIR CLEANER



Brand new
for the home appliance market!

Dustronic is a new appliance that meets a demand as old as the art of housekeeping. This unique room air cleaner helps to do away with the drudgery of dusting furniture, washing woodwork, laundering curtains—virtually eliminates all of the cleaning chores that score highest on every housewife's "most hated" list.

Independent laboratory tests prove this electronic unit collects 92% of standardized, fine laboratory test dust. Actual tests in homes demonstrate that furniture dusting may be reduced as much as 99%!

EIGHT MILLION PROSPECTS

Dustronic provides positive relief for hay fever and dust-allergy victims. 99% of ragweed pollen is removed from Dustronic-filtered air, offering absolute relief to more than 8,000,000 hay fever, dust-allergy and

asthma sufferers—all A-1 prospects for Dustronic. Airborne cough and sneeze fluids are also collected and destroyed.

DUSTRONIC'S ELECTRONIC ACTION DOES THE "IMPOSSIBLE"

A large two-speed fan pulls air into the base of the unit through a chemically treated aluminum filter. Microscopic particles which filter through this mechanical barrier then pass through a series of 8 electrostatic plates, which are charged to high voltage by a built-in power pack. Electrically charged particles are attracted and held to oppositely charged plates; virus, bacteria and fungi are destroyed by a germicidal plate coating. Purified air is distributed through perforated cabinet top without creating drafts.

Functional Dustronic units are attractive, too! Handsome, all-metal cabinets are finished in Neutral Gray baked-enamel. Lightweight (30 pounds) and compactly built to fit into small areas (13" x 16" x 25"). Easily moved from room to room—no installation required, plugs into any 115 volt AC wall outlet. Quiet, inexpensive operation costs only as much as a 100 watt bulb.

DEALERS • DISTRIBUTORS

Cash-in on this terrific appliance-sales opportunity. Immediate delivery, liberal discounts . . .

Write for complete information today!

RADEX CORPORATION

2076 ELSTON AVE., CHICAGO 14, ILLINOIS

TRADE REPORT



TED WEBER, JR.

News Editor

June Markets: Good Time for Questions

In days when sales are taking a dip, it is time to cash in on experience, and do something different than the other fellow.

This philosophy, contributed by Frank Whiting of the Furniture Mart, is probably the best reason for attending the summer markets in Chicago June 21 to July 2. For the Furniture Mart, beside the glittering blue lake, and the Merchandise Mart, next door to the Loop, house possibly the greatest collection of homemaking wares and ideas in the world, and offer the best place to find out what to do that is different. (See exhibitors' list on following page.)

With the trend on the part of appliance dealers to spread into home specialties, it behoves them to look over all types of associated merchandise.

In furniture there has been upgrading in quality during the past year, a tendency to give more for the money. Finishes, hardware and size are big talking points. Furniture in such colors as pink, blue and green are appearing, as well as silver tones in fittings, says Walter O. Ollman of the Merchandise Mart.

New Styles, More Color. In appliances, as the industry runs out of new inventions, style and color are coming into greater prominence. Shorter lines are anticipated. It is expected that more traffic items will be introduced than during the winter market, as there is less time for competition to copy them before the winter rush.

"Good Design" Has Exhibit. A display of the best sellers in good design for the past five years will mark the fifth anniversary of that exhibition in the Merchandise Mart. From 2,000 items shown over the period 100 leaders will be selected.

The Merchandise Mart in Chicago is known as the world's largest commercial building. It stands on the north bank of the Chicago river, across from the Loop. There are 7½ miles of corridors, 6 miles of which face display showrooms. According to "Believe it or not" all the people in Chicago could be placed in this building.

Courtesy buses run from Loop hotels to the Merchandise Mart, and it can be reached by elevated trains. Facilities for eating run from drug store stools, milk bars, doughnut shops to Henrici's restaurant and a swank Mer-



COMPARING NOTES: What's the other fellow doing?

chant's and Manufacturers' Club. NBC television and a bank are housed in the place. Nearby are facilities for parking 1,500 cars.

Facilities Plentiful. The Furniture Mart dates back to 1924, and is reached by Navy pier and buses. There is parking space about it for about 600 cars. Eating facilities center around the club, and there are fountains and cafeterias in the building.

More than 1,200 displays are in the building. When it opened, the American public was spending 268 percent more for automobiles than for house furnishings; today they spend one-third more for house furnishings than they do for motor cars.

Timing of the summer markets have been carefully calculated, coming when 70 percent of the volume of business wants them. The two-week markets, held twice a year has been found just what the doctor ordered for business.

In addition to the 20,000-odd visitors to the markets, there has grown an army of editors and writers who call to spread the news of what's new before the buying public. From 25 writers who visited the Furniture Mart in 1930, today 800 come in, and there are 1,600 on the list.

Hotel space, as always, is tight,

with scant chance of picking up a hotel reservation the first week without influence. Second week is best for late visitors, and in a pinch one can put up at one of the many motels that surrounds Chicago, or stay at a nearby city and commute.

For amusements, there is always a summer theater running, Rush street and other night clubs keep going,

there are two major league ball clubs, and swimming in Lake Michigan.

Free bus service for buyers will be provided for the sixth consecutive year at the Merchandise Mart. Buses identified as "Merchandise Mart Buyers' Courtesy Bus" will run from Loop hotels to the Mart in the mornings from 8 a.m. until 10 a.m. at 10-minute intervals. Other buses will operate daily between the Merchandise Mart and the Furniture Mart.

NARDA will not meet in conjunction with the Chicago markets this year. Managing Director Al Bernsohn said it was found that a lot of members felt the journey to Chicago would be too costly. Therefore, NARDA is holding a series of regional meetings during market time. Last year more than 30 were held.

The NARDA convention will be held during the first three days of the second week of next year's winter markets, Bernsohn said.

Other conventions and meetings scheduled for the summer include the NAED gathering at Atlantic City June 6-11 (the appliance sessions will be June 10-11); RETMA's annual convention in Chicago June 15-17; the Music Merchants show in Chicago June 12-15; and the Housewares Show in Atlantic City June 12-16.

AHLMA meets at Mackinac Island, Mich., July 25-28. The summer also will see numerous western shows, including events in Houston, Los Angeles, and San Francisco.

Installment Buying Stalls

Consumers pose a threat to the nation's economy because they are paying off installment debts faster than they are taking on new ones

A sharp drop in consumer willingness to go into debt is beginning to worry Commerce Department officials, McGraw-Hill's Washington Bureau reported last month.

The rate of expansion of installment buying began to slow down last July. By the first quarter of this year, there was a complete turn around. Consumers paid off old debts faster than they assumed new ones.

Officials see no sign that this trend will be reversed in the near future. If it should go on for a year at the rate of the first quarter, it would mean \$6-billion to \$7-billion decline in the demand for consumer goods.

Typical Reaction. What happened in March is typical of what has been happening so far this year. Consumers took on \$2.2-billion worth of new installment debt of all kinds. But they

paid off \$2.4-billion on old debts.

Debt on household appliances and other types of consumer goods accounted for a big part of this trend. About \$566-million of new credit was assumed by consumers—but they paid off \$667-million on old debts.

A look at what happened in March a year ago shows why officials are concerned. In that month, consumers piled on \$66-million more debt for household appliances and other con-

sumer goods than they paid back. So instead of increasing the market for consumer goods by \$66-million as last March, the public this year contracted it by \$100-million.

Same For Autos. Automobile credit is going through the same shrinking process this year. In March, automobile installment debt declined \$118-million, compared to the \$101-million decline in other consumer goods debts for the same period.

The Administration is already talking to businessmen about the importance of reversing this trend. Walter Williams, Undersecretary of Commerce, said recently that "the promoter of sales has a job and responsibility to get the American public to reverse the present trend and get back into the normal habit of expanding consumer debt as the whole economy grows and expands."

Officials don't have any specific sug-

gestions on how to do this, however. Some believe that the big consumer credit companies will try to stir up the consumer by extending the time limit on debt—perhaps to 30 months on automobiles, from the present standard 24-months, with a comparable extension of household appliance paper. There is some talk of a reduction in interest to the consumer—but not much hope is expressed for this as a major stimulant.

Partial List of Market Exhibitors*



MERCHANDISE MART

A. B. Stoves Div.—Detroit Michigan	1128
Stove Co.	1107
Aladdin Industries Inc., Vacuum Div.	1107
Aluminum Goods Mfg. Co.	1129
Aluminum Specialty Co.	1170
Amana Refrigeration, Inc.	1127
American Central Div.—Avco Mfg. Corp.	1476
Apex Rotarex Corp.	1472
Bellvue-Stratford Television	1135
Bersted Mfg. Co., Div. of McGraw Electric Co.	1467
Brammer Mfg. Co.	11-112
CBS-Columbia Inc.	11-106
Camfield Mfg. Co.	1102
Capehart-Farnsworth Corp.	1118
Carrier Corp.	1186
Casco Products Corp.	1175
Coleman Co. Inc., The	1134
Coolerator Co.	11-107
Crosley Div. Avco Mfg. Corp.	1132
Dazey Corp.	14-104
Deepfreeze Appliance Div. Motor Products Corp.	1469
Deering Air Conditioning Co.	1155
Dominion Electric Mfg. Corp.	1422
Dorby Company	1106-A
Dormeyer Corp.	14-103
Dortch Stove Works, Inc., The	1111
Easy Washing Machine Corp.	1464
Economics Laboratory, Inc.	1177
Everedy Company, The	1149
Everhot Products Div., McGraw Electric Company	1455
Farberware Co.	1419-A
Fasco Industries Inc.	1422
Florence Stove Co.	1459
General Chef Co.	1108
General Electric Co., Air Cond. Div.	1144
Electronics & Tube Div.	1123
Major Appliance Div.	1117
Small Appliance Div.	11-102
General Mills Inc., Home Appl. Div.	1453-A

Geuder Paeschke & Fry	1492
Golite Corp.	1473
Hoover Company, The	1417
Hotpoint Co.	1120
Hunt Heater Corp.	1136
Johnson, S. C. & Sons Inc.	1158
Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.	1145
Kitchen Maid Corp.	1188
Knapp-Monarch Co.	1483
Landers, Frary & Clark	1479
Magic Chef, Inc.	1166
Magnavox Co.	1126
Manitowoc Equipment Works	1422
Manning Bowman Div., McGraw Elec. Co.	1455
Marlin Mfg. Co.	14-104
Martin Co., The	14-104
Maytag Co., The	11-105
Metal Ware Corp., The	1411-A
Monitor Equipment Co.	1135
Mullins Mfg. Co.	1119
Murray Corp. of America, The	1124
Mutschler Brothers Co.	1125

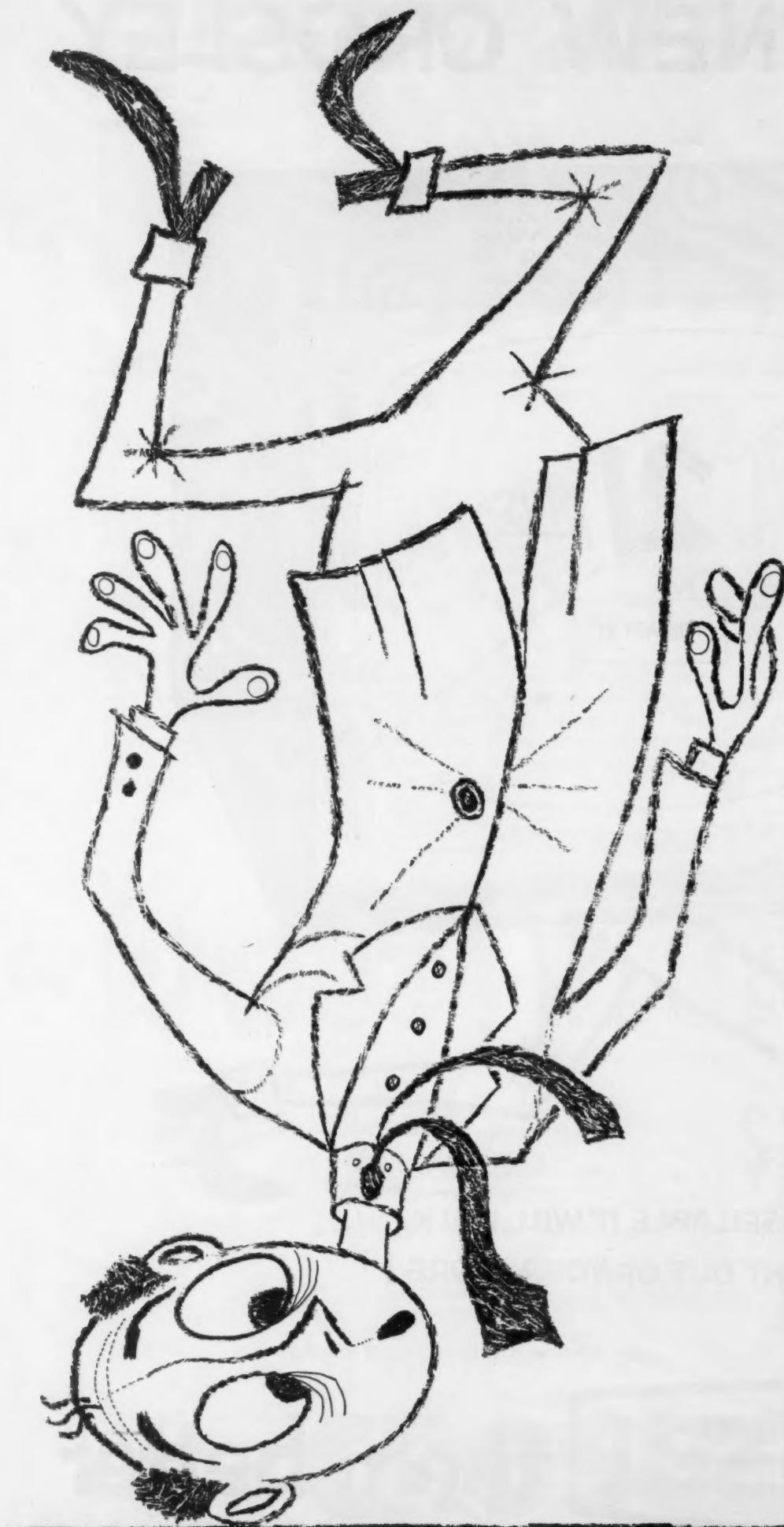
Necchi Distributors of Illinois, Inc.	1195
Nesco, Inc.	1468
Nome Lites, Inc.	1473
Norge Division, Borg-Warner Corp.	234
Northern Electric Co.	11-114
Nye, Walter & Co., The	1492
Orley Corp.	11-108
Paragon Electric Co.	1452
Peerless Mfg. Corp.	1485
Perfection Stove Co.	1475
Quaker Mfg. Co.	1147
Radaire Gas Heating Appliances	1136
Ran Electronics Sales Co.	14-107
Rauland Corp., The	14-107
Raytheon Manufacturing Co.	1191-2
Republic Steel Corp.—Berger Mfg. Div.	11-116-117
Revere Copper & Brass Inc., Rome Mfg. Co. Div.	1463
Rival Mfg. Co.	1492
Robinson Heaters, Inc.	1136
Rutener Electric Co.	14-107
Schwitzer-Cummins Co.	1422
Scovill Mfg. Co.	1197-A
Sessions Clock Co., The	1409
Silex Co., The	14-109
Son-Chief Appliances	1466
Sparks-Withington Co.	1175
Sperti-Faraday, Inc.	1422
Steinmetz & Kelly	1422
Superior Electric Products Corp.	1497
Swartzbaugh, Ted & Assoc.	1498
Swing-A-Way Mfg. Co.	1498
Telechron Dept., General Electric Co.	14-101
Temco, Inc.	1110
Thermador Electrical Mfg. Co. Inc.	11-110
Toastermaster Products Div., McGraw Electric Co.	1455
Tropic-Aire Products	1455
Tracy Kitchens, Edgewater Steel Co.	1142
Tuttle & Kift	1157
Wagner, E. R. Mfg. Co.	1422
Waste King Fulverator	1197
Welmaid Products Inc.	14-111
Westinghouse Electric Corp.	262
Regional offices	262
Appliances, Television-Radio Div.	11-122
Youngstown Kitchens by Mullins	1119

*(ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the management of the Furniture and Merchandise Marts and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)



FURNITURE MART

Homak Mfg. Co., The	17/39-40
Ideal Steel Products Co.	17/Q-116-17
Inca Metal Products Corp.	17/W
International Oil Burner Co.	512-A
Ironer Div., Speed Queen Corp.	547-B
Ironite, Inc.	511-B
James, Inc.	17/92-93
Kelvinator Div. Corp.	513-15-A
King Refrigerator Companies	17/32-33-34
Leonard Div. American Motors Corp.	518-15-A
Lewyt Corp.	17/K
Lonergan Mfg. Co.	514-B
Lonergan Co., Vincent J.	2351
Manitowoc Equipment Works	17/98-99
Martin Stamping & Stove Co.	NI 2/547-89
Marvel Metal Products Co.	17/88-89
Motorola, Inc.	505-7
Norge Div. Borg-Warner Corp.	521-22
Oakland Foundry Co.	546-C
One Minute Washer Co.	512-A
Palley Mfg. Co.	17/84-85
Pennsylvania Range Boiler Co.	E 1/2 504
Philco Corporation	127-31
Philco Corp., Dexter Div.	510-A
Phillips & Buttoff Mfg. Co.	536-37-A
Premier Stove Co.	513-B
Preway, Inc.	549-A
Queen Stove Works Inc.	17/75-76-77
Quicfrez, Inc.	539-B
Quincy Stove Co.	17/94-95
R.C.A. Estate Appliance Corp.	523
R.C.A. Victor Div. Radio Corp. of America	232-36 & 539-A & 540-A
Revo, Inc.	17/R
Roper Corp., George D.	529
Schaefer, Inc.	17/N
Servel, Inc.	548
Sparton Radio-Television Div.	
Sparks-Withington Co.	509-B
Speed Queen Corp.	530
Starbrand Corp.	17/124-125
Stewart-Warner Elec. Div.	
Stewart-Warner Corp.	549-B
Stiglitz Corp.	17/60-61-62
Sunray Stove Co., The	538-A
Sutton, O. A. Corp., Vornado Fan Div.	534-35-B
Sub-Zero Freezer Co. Inc.	17/110-111
Tappan Stove Co.	518
Tennessee Stove Works	516-B
United States Stove Co.	17/57
Universal Major Appliance Co.	512-B
Victor Products Corp.	546-B
Webster-Chicago Corp.	17/M
Welbilt Stove Co., The	520
West Bend Aluminum Co.	17/65
Westinghouse Elec. Corp.	501-3 & 542-43-B
Whirlpool Corp.	546-D
Womans Friend Washer Div., Central Rubber & Steel Corp.	17/52-53
Hallicrafters Co., The	544-B
Hamilton Mfg. Co.	531
Hardwick Stove Co.	1530-31



The
CROSLEY
17" SUPER-V

woke up the
TV market

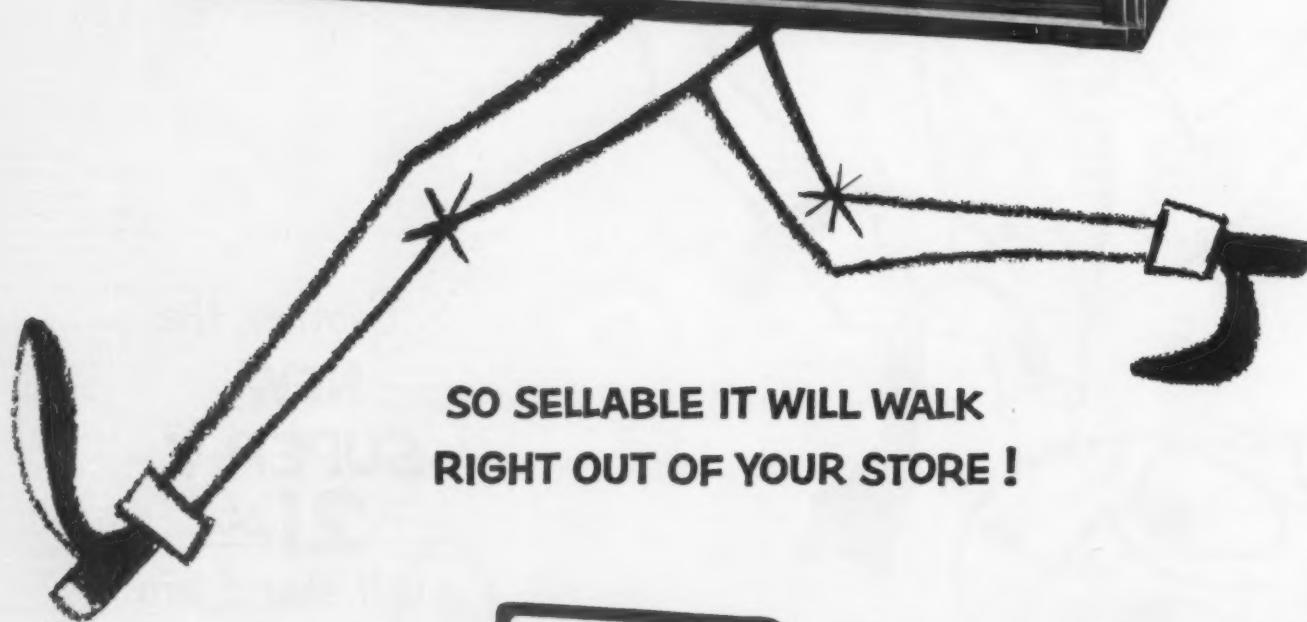
but



Brother, the
NEW
SUPER-V 
21 plus
will stand 'em
right on their ears!



NEW CROSLEY



SO SELLABLE IT WILL WALK
RIGHT OUT OF YOUR STORE !

You can **SELL** them better

SUPER-V 21 plus



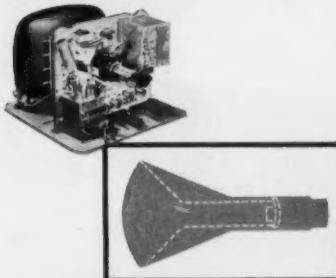
→ biggest picture!

30% BIGGER than many so-called 21's, the new Super-V 21 Plus actually measures

257 square inches—and this bonus area means you get up to 60 square inches more picture!

→ smallest cabinet!!

20% SMALLER than other 21" models! How did Crosley do it? First you can thank the Super-Vertical chassis (compact space-saver introduced in Crosley's celebrated 17" Super-V). Next the Super-V 21 Plus features the brand-new 90° picture tube which replaces the bulkier 70° model, knocks many fat inches off depth of set. Dimensions: H 18 1/4", W 23 1/8", D 20 5/8". Weighs only 71 lbs.



→ lowest price!!!

AND

WITH ALL THESE PLUS FEATURES

- NEW ALUMINIZED PICTURE TUBE gives up to 40% brighter picture
- FRONT ALL SCREEN—controls on side, brightness control at rear
- COSTS LESS THAN 1/2¢ AN HOUR to run
- CABINETS IN BEAUTIFUL WOOD GRAIN—walnut-, mahogany- or blond-finished.
- CAN BE STRIP-CONVERTED for UHF reception.

Suggested list price

\$169 95

Coast
to
coast

(walnut-finished)

on a CROSLEY



the HOTTEST Wrihger Special in 10 years

SEE IT
IN...

SPACE 1752-53
AMERICAN FURNITURE MART • JUNE 20 - JULY 1

You can't afford to
ignore the Wrihger
Washer market . . .

OVER 1,500,000 SOLD
LAST YEAR!

OUR FULL LINE WILL BE ON DISPLAY,
INCLUDING THIS FEATURE-FILLED, TWO
COLOR GIANT MODEL . . .

Style-packed, roomy, semi-automatic . . . a gleaming
beauty that alerts every prospect's desire for the
speed, economy and convenience of this handsome
washer.

Woman's Friend **WASHERS**

New York Showroom
206 Lexington Avenue

FINDLAY, OHIO

Making Good Washers for
over half a century



SCHEDULED MEETINGS

EDISON ELECTRIC INSTITUTE

(Annual Convention)
Convention Hall, Atlantic City, N. J.
June 1-3

NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS

Convention Hall, Atlantic City, N. J.
June 6-11
(General Session—June 9)
(Appliance Sessions—June 10 & 11)

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

(Annual Convention)
Palmer House, Chicago, Ill.
June 15-17

CHICAGO MARKETS

Furniture and Merchandise Marts,
Chicago, Ill.
June 21-July 2

NATIONAL ASSOCIATION OF MUSIC MERCHANTS

Chicago, Ill.
July 12-15

NATIONAL HOUSEWARES AND HOME APPLIANCES EXHIBIT

Auditorium, Atlantic City, N. J.
July 12-16

WESTERN SUMMER RADIO-TELE- VISION & APPLIANCE MARKET

Western Merchandise Mart, San
Francisco, Calif.
July 19-23

AMERICAN HOME LAUNDRY MANUFACTURERS ASSOCIATION

(Summer Meeting)
Grand Hotel, Mackinac Island, Mich.
July 25-28

WESTERN HOUSEWARES SHOW

Shrine Auditorium, Los Angeles,
Calif.
Aug. 1-4

HOUSTON GIFT & HOUSEWARES SHOW

Houston, Tex.
Aug. 15-18

WESTERN ELECTRONIC SHOW & CONVENTION

Pan Pacific Auditorium, Los Angeles,
Calif.
Aug. 25-27

RETMA Celebrates

The Radio - Electronics - Television
Manufacturing Association will cele-
brate its 30th anniversary at the or-
ganization's annual convention June
15-17, in Chicago.

RETMA was founded in April,
1924, in Chicago, by a small group
of what amounted to component
manufacturers who foresaw some of
the potentialities of the new industry
and the need for cooperative action
to guide it.

A charter was obtained from the
State of Illinois on April 16, 1924, in
the name of the Associated Radio
Manufacturers, but on April 26 of
that year the charter was amended to
change the name to the Radio Manu-
facturers Association.

Herbert H. Frost was elected tem-
porary chairman of the organization,
which later became RTMA to include
television, and more recently RETMA
to include electronics.

And now I'm giving you the new TOASTMASTER B.B.S.*!



Here's another lasting first . . . by Toastmaster! At *even lower* summer special prices your Toastmaster water heater distributor can offer you the **baby bonus special* . . . an entirely new concept in domestic water heating! All new Commander models and Toastmaster gas models in hammered silver gray finish . . . perfect neutral color harmony for basement or utility installations. Order now . . . take advantage of the untouched market potential opened by this new Toastmaster bonus offer.

McGRAW ELECTRIC CO., Clark Division, 5201 W. 65th St., Chicago 38, Ill.

TOASTMASTER

AUTOMATIC WATER HEATERS

“Toastmaster” and “Life-Belt” are trade marks of McGraw Electric Co., Chicago, makers of “Toastmaster” Water Heaters, “Toastmaster” Toasters and other “Toastmaster” Products. Copyright, 1954

Fair Trade Is Not Enough

... and can even be a drawback if manufacturers, dealers and distributors don't follow through with good salesmanship, G-E's W. H. Sahlhoff warns

An effective fair trade program is no guarantee of sales success.

As a matter of fact, reliance on fair trade alone can even produce adverse results.

That's the opinion of W. H. Sahlhoff, general manager of General Electric's small appliance division and one of the most vigorous advocates of fair trade in the appliance industry.

In an exclusive interview with **ELECTRICAL MERCHANDISING**, Sahlhoff pointed out that fair trade provides a groundwork on which a successful selling program can be built but he warned that manufacturers, distributors and retailers cannot rely on fair trade alone to produce results.

"It is the step beyond fair trade that has been the key to our sales gains and that step can best be described in one word—salesmanship."

Sahlhoff pointed to his own division's first quarter sales as an example of how an ambitious fair trade program and extensive merchandising can complement each other to produce sales results. First quarter sales of the division were 15 percent ahead of last year and fair trade has played an important role in permitting the division to achieve these results, Sahlhoff maintains. In areas where the company has taken action against price cutters most dealers have been quick to take advantage of this relief by "aggressively promoting our products to the advantage of their business and our own. As long as such a practice continues our sales will continue to gain."

But, Sahlhoff warned, lack of follow-through by dealers could produce a negative effect from fair trade. "In order for us and our distributors to maintain present sales gains we must be certain retailers are not willing to sit back, let us do all the selling and afford this assistance under the fair trade laws and still let a fine potential business go to the discount house by default."

In explaining the inter-working of salesmanship and fair trade, Sahlhoff pointed out that good selling has many appeals and "price is only one of them."

"Good selling cannot flourish when the price cutter can step in, after a desire for the product has been created, and cash in on other peoples selling efforts. Given the freedom from this unfair competition as to price, which we will endeavor to provide, dealers must continue to enthusiastically, aggressively and skillfully support this marketing vehicle of fair trade by following through with the actual sales efforts."

Fair Trade Budget. The small appliance division is currently budgeting in excess of a half-million dollars to carry out its fair trade program. Some

idea of the scope of the division's fair trade activity can be glimpsed through these statistics:

- 9200 shoppings in 43 states have been undertaken;
- 2300 retailers suspected of violations have been warned by registered letters;
- 326 legal actions have been taken in 13 states.

Such figures, says Sahlhoff, prove the division's "faith" in fair trade.

"But," he continued, "we must emphasize again that fair trade by itself can avail nothing. Our traffic appliance business (and that of our dealers and distributors) has been growing and we feel it will continue to grow. By the end of this year we think our sales gain may be as high as 15 percent.

"Fair trade will have played an important part in this accomplishment but the important factors behind this growth will be hard, aggressive selling, backed by complete cooperation on the part of conscientious dealers."

Rosy Future

Sales of major appliances could reach \$5,000,000,000 by 1960, about 50 percent greater than in 1953.

That was the prediction of R. H. Huston, assistant appliance sales manager, Frigidaire, in an address before a retail sales conference last month.

Comparing 1960 with 1953, Huston predicted sales of refrigerators would be up about 34 percent, food freezers 55 percent, electric ranges 49 percent, automatic washers 22 percent, and clothes dryers 192 percent.

Free Home Contest

Kelvinator is giving away a \$25,000 ranch-style home as first prize in its second annual "Homemaker's Holiday" consumer traffic-building contest.

Contestants must obtain entry blanks from Kelvinator dealers and complete the following sentence in 25 words or less: "I would like a Kelvinator (any Kelvinator appliance) for my Holiday Kitchen because . . ."

The contest, which also offers five second prizes of \$1,000 each, plus many smaller prizes, is designed to stimulate store traffic during the peak spring appliance selling season, said Charles J. Coward, Kelvinator merchandising manager.

The contest stresses the theme that modern Kelvinator appliances can afford the homemaker a holiday from former chores. Entry blanks must be in by the Fourth of July.



ORGAN MAKER Burton Minshall thinks the time has come for him to begin franchising appliance dealers.

Now It's Organs

They may not have thought of it, but appliance dealers are a "natural" outlet for electronic organs, says manufacturer Burton Minshall

The gentleman at the keyboard above is Burton Minshall.

His business is making electronic organs.

So far his distribution has been largely through conventional music channels. But Minshall this summer is about ready to begin franchising appliance dealers.

The electronic organ business is growing steadily and Minshall's share of it has grown so fast that up to this point he's been primarily concerned with meeting orders from his existing dealers—located mostly in larger cities. Any day now, however, he expects his factory (in Brattleboro, Vt.), to be turning out enough units to justify adding additional dealers, particularly in smaller towns and cities.

Minshall thinks he has a product which will appeal to the appliance dealer and he makes no secret of the fact that many appliance dealers appeal to him as aggressive merchants who know how to sell high-ticket items designed for use in the home. Besides, says Minshall, a dealer accustomed to handling electronic products like radio and TV will be a natural for handling (and servicing) an all-electronic organ.

What's In It For Me. For the appliance dealer interested in his pitch, Minshall lists these advantages to the electronic organ business:

- 1) Industry sales this year will hit the \$75 million mark and will triple in the next 10 years. Minshall's own sales have increased a minimum of 30 percent each year since 1944 and his own business (at retail value) runs between \$4.5 and \$5-million.
- 2) The Minshall organ is Fair Traded. There are three basic models listing at \$985, \$1450 and \$1965.

3) Minshall's business is shifting to the home market. In 1948 less than five percent of his business was done in the home. This year 80 percent of his organs are going into the home.

4) Minshall offers an exclusive franchise in a given area, is planning national advertising this fall, offers promotional assistance, and provides margins of from 40 to 45 percent.

5) Service has been simplified. All components are plug-in devices and to repair a unit the serviceman merely unplugs the defective assembly and replaces it with a completely new one. The replaced assembly can then be returned to the factory for repair.

6) The market is not limited to those who know how to play the organ. Any novice can play a tune within 30 minutes, using certain devices the company provides.

How Business Grew. Minshall began building his first organ in 1929 while working as a radio serviceman in London, Ontario. The original was built for his wife and wasn't completed for nearly 10 years. On the urging of neighbors, Minshall decided to try selling the unit and soon had a growing business selling the organs to mortuaries. Shortly thereafter he set up a dealer organization in eastern Canada and in 1944 he began invading the American market. In 1950 he designed a new electronic organ for the home which eliminated the use of reeds and moving parts and made use of a master oscillator frequency divider. Within four days after its introduction, Minshall had written orders for over two and a half million dollars.



"Catch 'em young, feed 'em right..."

The above ancient adage has been advanced as a proper procedure for wives, giraffe ranches, ballet schools, and bacteria culture . . . Now we know that it also fits farmers.

No more handed-down husbandry, farming today is a complicated and constantly changing occupation which requires considerable education and training. And the boy who is averse to study had better skip farming, stick to banking or television.

IN FACT, the teaching of farming is a major educational effort in this country. Some 9,000 rural high schools carry on Vocational-Agricultural courses. The Vo-Ag instructors are usually ag. school graduates, carefully selected, well paid, with considerable authority and wide influence in their communities.

One of the Vo-Ag instructor's big problems is that his subject is changing. New developments make the textbooks obsolete. In 1952 *SUCCESSFUL FARMING* offered the magazine as a textbook.

Each month a sizeable committee of Vo-Ag instructors get proofs of main articles in the coming issue, and vote on material best suited to students' needs.

For the three or more articles per issue which get the top vote, SF editors prepare a teaching guide—of resumes,

significances, references, questions and answers; charts and visual aids. Copies of the magazine are offered to schools, in a minimum of ten subscriptions, at \$1 each per year.

Working with SF articles, Vo-Ag students in recent months have brought specimens of feed, fertilizers and paint for classroom discussion; learned the applications of antibiotics; planted test plots; fed control groups of poultry; and on field trips have studied dairy systems, judged livestock, checked crops.



The SF Vo-Ag program has grown enormously; now serves some 450,000 students, in more than 4,200 schools, in 42 states; and uses 56,000 subscriptions.

The Vo-Ag program is an expensive effort for *SUCCESSFUL FARMING*, adds a lot of man hours and overhead. But it has shown that SF has values no other farm magazine can offer. And it enlists the best young farmers of tomorrow. It perpetuates influence that has always

made SF more than a mere magazine. And it has added a huge new market of 450,000 students—a considerable plus for advertisers!

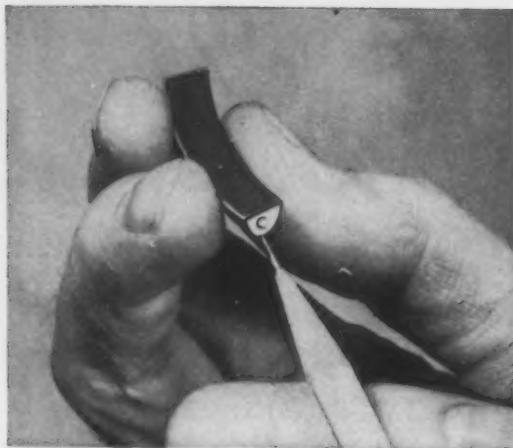
WITH over 1,300,000 circulation, mostly concentrated in the agricultural Heart States, . . . *SUCCESSFUL FARMING* has three out of four farm subscribers on the top farms that get 88% of the national farm income. And the average income of the SF subscriber is around \$10,000 . . . represents buying power equal to another national suburbia.

Because it reaches so big a segment of national buying power and exceeds in influence any other medium with its audience . . . the national electric appliance advertiser needs *SUCCESSFUL FARMING* to balance his national advertising effort.

Any SF office can tell you why!

MEREDITH PUBLISHING COMPANY,
offices in New York, Chicago, Detroit,
Philadelphia, Cleveland, Atlanta, San
Francisco, and Los Angeles.





The trend is to

FASTER . . .

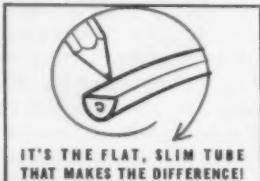
MORE RESPONSIVE

ELECTRIC RANGE UNITS

You're closer to a sale when you have everything the prospect wants—and more. Chromalox Microtubes, the new trend in electric range unit design, puts you, Mr. Dealer, right where you've wanted to be. Because . . .

Microtubes heat up and cool off fast. Their flat-top, slim tubes put more heat into the utensil in lightning speed—no bulky element to heat up first. And Microtubes give up their heat just as quickly. So now you have it—quick response at every switch change. And Microtubes are today's fastest, most efficient units, with more contact surface for wonderfully uniform cooking results.

You're going to hear a lot about this new trend. And it's going to put you far ahead with more electric range sales and profits. Why not ask for Microtubes as standard equipment on your favorite line?



IT'S THE FLAT, SLIM TUBE THAT MAKES THE DIFFERENCE!



it's easier to sell

Microtube® equipped

ELECTRIC RANGES

CHROMALOX EDWIN L. WIEGAND COMPANY
7525 Thomas Blvd. Pittsburgh 8, Pa.

Era of the Discount?

That's what veteran retailers are calling spring, 1954, in Chicago, as the fever of price-cutting even brought a rumble from Sears, Roebuck & Co.

Springtime of 1954 in Chicago will be remembered as an era when the fever of discount selling approached its peak. While no figures are available, veterans estimated that 92 percent of the city's 2,013 retail outlets were cutting list prices, averaging 22 percent on the give-aways.

In fact, many brands could be purchased more cheaply than similar items could be had at Sears, Roebuck & Co., long considered the lowest priced line in town.

The situation brought a low rumble from the merchandising colossus. Shoals of shoppers swarmed out to check the exact deals that both small and large appliance retailers were offering.

Opening Gun. Unofficially came word that Sears did not like losing volume to this madhouse competition, was considering giving the discounters a little local competition, possibly in the form of cut prices.

Sunday, April 18, came the opening gun with the advertisement headed: "Discounts? Sears offers bigger savings to everyone, everyday. No discount cards or trade-ins needed. No hidden spiraling costs, no inflated list prices, free delivery and installation."

Copy struck at the finance charges made by many discount houses, who give away the merchandise and try to get it back with high finance costs. "Compare finance charges . . . you'll find that Sears easy payment plan serves you better."

Quoted in the advertisement was a Kenmore automatic washer at \$199; 11 cu. ft. refrigerator at \$219; upright food freezer at \$249; double oven elec-

tric range advertised at \$279.

Prices Fall Fast. Meantime, Sol Polk, famous Chicago discount seller, found dealers trying to ape his methods all over Chicago. Only department stores appeared to be trying to maintain prices, and some of them were slipping.

Trouble with discount selling was that a high volume is required for it to be profitable. One Chicago operator who moves \$250,000 yearly confessed that the 10 percent margin he enjoyed gave him a bare living, confessed that were it not for his son, he would retire.

Richard Snyder, the NARDA accountant who analyzes appliance dealer figures for an annual report on the cost of doing business, said that these methods put dealers outside the pale of normal operations, and that they were more in the wholesaler class. Extreme volume was necessary to keep them going, and with so many in the activity, where was the volume coming from?

Distributors Close Eyes. The law of supply and demand was blamed for entry of so many retailers into this sort of business. The quota system was blamed by some distributors for their having to close their eyes to what was going on.

Remedy proposed by some veteran retailers was that distributors give up servicing, and sell only to servicing dealers.

While Sears, Roebuck & Company wheeled up its big guns for real price competition, Chicago dealers figured that the only thing to do was to stick tight, and finish the toboggan ride.

The New "Happy"



REDESIGNED FIGURE of "Happy Hotpoint," formerly the "Redman," which has been a symbol of Hotpoint's products for many years, is inspected by Clifford C. Gramer, left, merchandising manager; Lee J. DiAngelo, center, sales promotion manager; and Gordon Hurt, right, advertising manager.

EASY GIVES YOU 3 SEASONED FEATURE PERFORMERS

ALL WITH *Spiralator®* ACTION

The washing action 2,000,000 women like best!

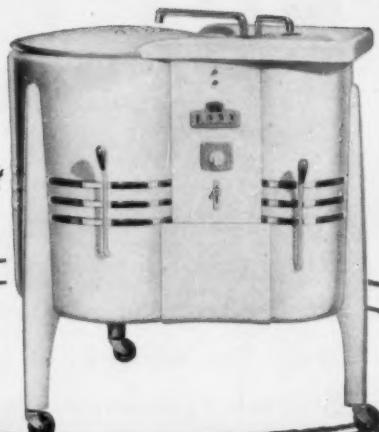
You have "Show Stoppers" when Easy's "Big Three" perform for your customers. Easy's Wringers, Spindriers and new Automatic all have the famous Spiralator that satisfies the most demanding audience. That's because it washes all clothes cleaner—more gently. Easy gives you a top performer for every type of prospect...with step-up programs to make your selling job easier. Ask your Easy representative for details today!

Easy Washing Machine Corporation, Syracuse 1, New York



DELUXE WRINGER—Model 101. None better at any price! Built with famous Easy Spiralator Washing Action. Other deluxe features include big Safety Wringer and Overload Switch.

SPIRALATOR AUTOMATIC—Easy's new Automatic Washer deserves top billing in any washer show. Spiralator action gets clothes cleaner than you ever thought an automatic could. Master-Mind Dial provides two completely automatic washing cycles. Other deluxe specialty features.

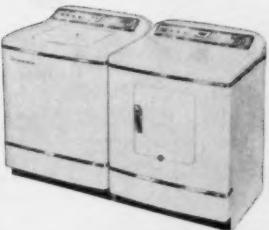


2-TUB SPINDRIER—Model 536. Famous two-tub action that can't be beat. Does a week's wash in less than an hour. Features include Automatic Spin-rinse, Spiralator Action and Handy Swing Faucets.

Extra Added Attraction!

EASY'S "MATCHED PAIR"

A washer and dryer made for each other. Any fabric is completely safe when washed and dried in this work-saving, clothes-conditioning combination. Dryer provides exact right heat and drying time for any fabric. Deluxe featured inside and out. Gas and Electric models.



HOT DEALS

COOL

profits for you!

There's no such thing as "summer slump" . . . for the Eureka dealer that pushes these Proved Promotions! Two terrific FREE offers with hotter-than-a-firecracker promotion newspaper ads that produce business—BIG BUSINESS—quick! Both offers and ads are tested, proved sales makers—you can't miss!

Contact your Eureka Distributor or phone, wire, write TODAY for details

COME SEE US AT
the market!
SPACE 1786-87

FURNITURE MART, CHICAGO
June 21—July 3

EUREKA

EUREKA WILLIAMS COMPANY
Division of Henney Motor Company, Inc.
BLOOMINGTON, ILLINOIS



This ad
available
in mats
3 col. x 10 1/4"
2 col. x 6 1/2"

1

EUREKA *Automatic*
FREE \$21.95 OFFER

Want to start a riot? Then offer the beautiful deluxe 9-piece set of cleaning attachments in a handsome sturdy carrying case—FREE with the purchase of a Eureka *Automatic*, the all-time favorite of millions of American housewives. Yes sir! Free attachments and this super-powered promotion ad will give you summer sales and profits you never dreamed possible.

HOT DAYS!

for the

BIG Volume
with these
BIG
FREE OFFERS!

These ads get
business...BIG BUSINESS

Quick!

The name and price have been
established through years of
national advertising.

2 EUREKA
Roto-Matic

FREE \$19.95 OFFER

You know the sales magic in "FREE \$19.95 OFFER"—and it works double wonders when used with the sensational Eureka Roto-Matic—the cleaner that already offers \$20 to \$30 savings. It's an offer women just can't resist. And this special promotion ad has established unbelievable sales records whenever and wherever it's been used. You run this ad—you do business—the next day.



ALL that's modern
in ONE cleaner...
and you save \$20 to \$30

- Dramatic new Beauty—exciting colors
- Super-power—20% more suction
- Easy Action Swivel-Top
- Revolutionary 1954 "3-D" Rug Nozzle
- Exclusive ATTACH-O-MATIC Clip-on Tools
- Purrr-Quiet—no whine or roar
- So Light—2 to 4 lbs. less than others
- Adjustable Suction—cleans draperies without "pulling"

See "live" demonstration at our
PHONE (Insert Phone No.) FOR 10-DAY HOME TRIAL!

DEALER'S NAME
and address

Free \$19⁹⁵ Offer

THIS WEEK ONLY... to introduce the
most spectacular vacuum cleaner of all time!
Sensational years-ahead

1954 EUREKA

Roto-Matic

SWIVEL-TOP
CLEANER

Dramatic
New Beauty!
Exciting colors—red, red
and silver gray!

20% More
Suction!
—true
super-power!

Exclusive
ATTACH-O-MATIC
Clip-on Tools

Still Only
\$69⁹⁵
Complete with deluxe tools

This ad available
in mats
4 col. x 14 1/4",
3 col. x 10 3/4",
2 col. x 6 1/2".

LOOK! NEW sales-winners by SILEX!



Stock NOW to boost your
SUMMER SALES!

NEW! SILEX FREEZ-O-TRAY ELECTRIC ICE CREAM FREEZER

Completely automatic! Makes rich, genuine "old-fashioned" ice cream and other frozen desserts. New Silex Freez-O-Tray revolutionizes ice cream making at home.

Patented "magic motion" dasher with twin blades automatically creams mixture as it freezes, leaves no grainy flakes, shuts off automatically when ice cream is soft-frozen. Made of life-time stainless steel. 110 volt 60 cycle AC motor, self-oiling bearings. Overall size: 2 1/4" x 4 1/2" x 12 1/2" — fits any modern refrigerator. Recipe and illustrated instruction booklet included. Make 1 quart of delicious homemade ice cream, quickly, conveniently. List Price, **\$18.95**

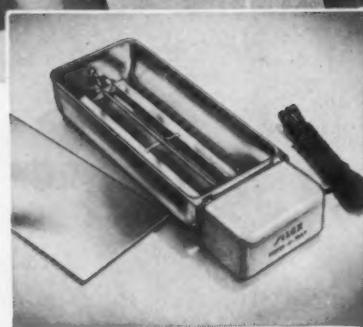
NEW!

SILEX ALL-PURPOSE GLASS PERCOLATOR "TWINS"

4 Cup Economy Size **\$3.95** 8 Cup Family Size **\$5.95**

Extra Volume with Both!

Gracefully styled Silex Percolators are triple purpose... for better-tasting percolator coffee... for instant coffee... or as a useful beverage server. Cup markings on bowl for measuring convenience. Chrome neckband for sparkling beauty. Pyrex brand glass with aluminum basket and pump. Special grid included for use on high-speed electric ranges. Priced right! Double your volume — stock both models... the 4-cup for coffeemaking economy... the 8-cup for family convenience.



The **SILEX** *Company*

HARTFORD 2, CONN.
Canada: St. Johns, P.Q.



Proven Year 'Round SILEX Best-Sellers!

Silex "Aiken" 8-cup Coffeemaker with semi-automatic stove. Gift packaged...

\$13.95



Distinctively styled "Golden Touch" Carafe with candle-burning coffee-warmer. Gift-packaged.
8-cup **\$7.45**
12-cup **\$7.95**



Individual "Coffee By Candlelight" service... black and gold trimmed 2-cup carafes with wrought iron coffee warmers. Gift-packaged.
Set of 4 .. **\$8.95**



Portable Record?

The portable radio industry is looking forward to its biggest year in 1954, with upwards of 2,000,000 units expected to be sold at retail, according to Harry Schecter, vice president in charge of sales, CBS-Columbia.

With this record-breaking year at hand, potential retail volume of over \$60,000,000 can be anticipated, Schecter said recently in announcing the addition of a new portable to the CBS-Columbia line.

Schecter attributed the steady sales rise and expanding interest in portable radios to their versatility in covering a wide variety of interests and needs of the family, and to the constant improvement of the product by set manufacturers, to keep pace with the demands of the market.

"News, drama, music, sports and weather information provided by radio, have become such an integral part of everyday living in America that the purchase of a portable radio today can virtually be looked upon as a necessity," Schecter said.

After the Builders

Hotpoint is going after the home-builder business again this year with a direct-mail campaign similar to one the firm inaugurated last year.

The mailings, composed of reprints of advertisements of Hotpoint products in nationally known building and shelter publications, will be sent to builders through their distributor contacts five times a year. The mailing also includes a suggested sales message for distributors to builders with reprints.

E. J. Sorenson, Hotpoint's builder sales manager, said the program met with such success when introduced in 1953 that a repeat has been urged by many builders and property managers.

No. 1 Secretary



LUCILLE WHITTEMORE, a secretary at the Necchi Sewing Machine Sales Co., recently was named "Sales Secretary of 1954" by the Advertising Trades Institute. Another finalist was Patricia Denney, a secretary at the Westinghouse Electric International Co.

PROVED!

Hottest Seller
with

PANORAMIC VISION

**STROMBERG
CARLSON**

gives you another great
VALUE LEADER

the
BROADVIEW
21" Console
\$349.95*



Exclusive PANORAMIC VISION for true room-wide viewing, the greatest
picture visibility in television

Super powered chassis for top performance on UHF and VHF. •
Equipped with strip-type tuner. Continuous tuner optional at extra cost.

Concert-type permanent magnet speaker for full, rich tone •
Contemporary design cabinet in hand-rubbed Honduras mahogany veneers,
with decorative recessed speaker grill. •

Look at the performance features! Look at the decorator styled cabinetry! Look at
the price! You'll see why the BROADVIEW can be one of the hottest profit producers
you've ever had. Call your distributor or write for complete details today.

(Also in blond finish mahogany veneers . . . \$359.95*)

*Zone 1. Includes excise tax and warranty.

"there is nothing finer than a
STROMBERG-CARLSON"

Stromberg-Carlson Company, Rochester 3, New York

60th Anniversary - 1894-1954

Who's oh First?

**A discussion on which magazine
gives the appliance retailer
the most valuable "assist"
in his selling**

It's enough to get a fellow pretty confused . . . half a dozen magazines all claiming to be first with the appliance trade.

It takes some mighty analytical thinking to sort out these claims and decide which ones just *seem* good and which actually *are* good.

Many magazines have programs of merchandising activity in the appliance field. But in assessing the value of such a program, the vital questions are:

1. Does it have a worthwhile purpose?
2. Does it fill a real need?
3. Is it acceptable to retailers?

Here are the facts about Ladies' Home Journal's "Appliance Store Success Bulletins." You be the judge.



A worthwhile purpose

The purpose of the Success Bulletins is to discover what makes one appliance retailer successful, and to pass this information along to others. The Journal, working closely with NARDA, has prevailed upon some of the outstanding retailers in the business to write in their own words the "secrets" of their success. These men have put down, in their respective Bulletins, intimate details of their operations . . . telling how and why they do what they do to run a profitable business.

A need filled

The appliance retailer of today is confronted with more problems, of a more serious nature

Nearly half—47%—of your women customers plan from,



than ever before. The Success Bulletins make available to thousands of retailers solutions of these problems as worked out and practiced by eight (to date) of the most prominent appliance retailers in the country.

Retailer acceptance

The Success Bulletins are sent only on request, to nearly 3,000 appliance retailers, distributors and utility companies. The help that such an exchange of information has meant to these people is evidenced by literally hundreds of letters of commendation and appreciation to the Journal for its contribution to the betterment of the industry. Maybe that's why our mailing list grows every day.

So who's on first?

If you mean which magazine works hardest for the appliance retailer—that is, which magazine gets right down to *his* problems and comes up with practical, profitable solutions—we think you'll agree it's Ladies' Home Journal.

And if you mean which magazine carries the most weight with the most women—we believe that again it's the Journal.

The Journal has the largest circulation of any magazine edited for women. But more important, women are in their most receptive mood when they read it, for the Journal is about women's interests, *all* of women's interests, and *only* their interests.

and shop from, the pages of...

Ladies'
Home JOURNAL

A Curtis Publication



Motor Repairman Uses KLIXON Protectors To Prevent Motor Burnouts

READING, PA.: Samuel Augustine, owner of the Augustine Motor Repair Shop, is long familiar with the performance of KLIXON Inherent Overheat Protectors.

"After operating a motor repair shop for the past 23 years, I've definitely found that Spencer Thermostat's Klixon Protectors prevent motor burnouts."



Manual
Reset



Automatic
Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON
Patent No. 2,500,000
In U.S. Pat. Off.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2506 FOREST STREET, ATTLEBORO, MASS.



They're Looking For...



She's Trying For...



The Title This Girl Won

This year's Mrs. America contest (held in April in Florida) was a far cry from the traditional bathing beauty competition.

State winners and their families lived for a week under the eyes of judges who determined their skill at handling a variety of home-making chores—cooking, ironing, sewing, keep-

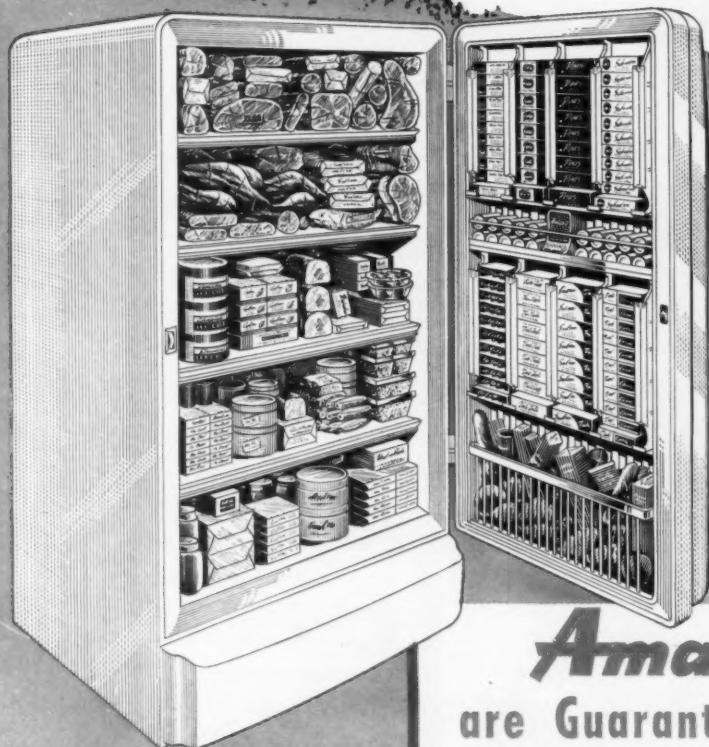
ing house, playing the role of hostess in the home.

Typical contests were the ironing test (in top photo Mrs. Wisconsin performs for the judges), a breakfast contest (Mrs. Michigan plays hostess in center photo) and a sewing contest. Overall winner was 28 year-old Wanda Jennings of St. Louis (bottom photo).

The Amazing *Amana* "stor-mor" Freezer is Breaking Every Sales Record!

Never before has any freezer scored such a spectacular sales record! No wonder Amana dealers everywhere say: "Most profitable item we ever handled!"

and it's due to a great new feature...



the "stor-mor" Door*

GREATEST SALESMAN IN FREEZER HISTORY!

- Holds as much food as the next 3 freezer doors combined!
- The only freezer door with Automatic Food Servers — Automatic Inventory Control—Adjustable Food Holders!
- "Lift-off" Door — Simplifies installation, saves time, cuts costs!

Here's the greatest selling "line" of all...

Amana "stor-mor" FREEZERS
are Guaranteed to Outperform All Others!"

The only freezer with 6 fast freezing surfaces, which freeze foods faster and maintain "even zero" temperature . . . at less cost!

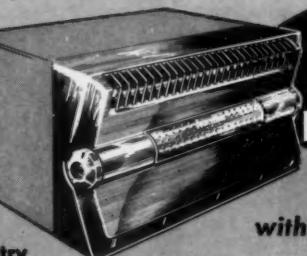
Amana Offers You Greater Profits!

- Full mark-up and trouble-free service give you greater net profit!
- Sales volume is greater because Amana offers more of the features customers want!

and . . . Amana brings this business to your door with:
The biggest, continuing advertising campaign in the industry

plus, the most aggressive and complete promotions

plus, the most liberal service policy to protect your profits.



Now another Amana profit maker

Amana
Year Round
ROOM AIR CONDITIONERS

with the spectacular "WALL of SILENCE!"

Write your own success story with the most profitable franchise in the industry. For all the profit-packed Amana facts—WIRE or PHONE, Today—or WRITE to



AMANA REFRIGERATION, INC., AMANA, IOWA

World's Largest Manufacturer of Food Freezers

*PAT. APPL'D. FOR

"SO YOU CALL



This 4-page, 4-color insert, the first talking record advertisement in a trade publication, was run **exclusively** in ELECTRICAL MERCHANDISING by Fedders-Quigan Corporation, Mr. R. E. Cassatt, Sales Manager, William Chase, Advertising Manager and William Hart, Account Executive for BBDO, who advised **CONCENTRATING**.

IT CONCENTRATING...

exploding is more like it!"

says Robert E. Cassatt reporting results for **FEDDERS**

"WOW!! The results from our history-making 'printed page that talks' advertisement, which exploded like a bomb in your January statistical issue, have been overwhelming. In my experience I have never seen anything like it. Phone calls, wires and letters have been pouring in at a phenomenal rate.

"I honestly wish you could see the letters we have received requesting that a representative from either the factory or our authorized distributors visit various accounts. Dealers that we have been trying to close have been brought into our fold because they were intrigued by the ad and wanted to hear full details on our program. Once we got in, the rest was easy."

Mr. Cassatt's letter answers the question most often put to us about that advertisement . . . "WHAT WERE THE RESULTS OF CONCENTRATING?"

It proves once again what we've been advising our advertisers who want to build distribution:

... a powerful concentration
... in the one ABC paid-circulation trade magazine in the field
... with a competitive proposition

gets you response from the biggest dealers, the smartest distributors in the appliance-radio-TV market.



A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

alone
will
cover the market **alone**



DISPLAY shows some of Apex cannister-type vacuum cleaners which Admiral is giving away with every purchase of appliance or TV set.

Birthday Gifts

Every purchaser of an Admiral appliance or TV set listing for more than \$195.40 will receive free a new vacuum cleaner during a 60-day period running through June.

The promotion is billed as Admiral's 20th anniversary campaign, and offers the \$79.95 Apex cannister-type vacuum cleaner to distributors for \$29.95. Admiral has ordered 100,000 of the units.

In areas where free offers are not permitted, dealers will charge a nominal price for the vacuum cleaner, said Edmond I. Eger, vice-president in charge of advertising.

The promotion will be featured in a concentrated advertising campaign using full-page national newspaper ads and special co-op ads with dealer identification. Direct mail pieces, as well as window banners and spot announcements also will be available.

Trading Post



GENERAL ELECTRIC's new 26-item line of service dealer good-will gifts for customers is tried out by G-E employee Doris Calkins. Items are designed to keep service dealer's name in front of customers at home and office.

Savings Shown

Nine out of ten freezer owners surveyed by Amana reported they saved money through freezer ownership. Eighty percent reported a definite decrease in month to month food costs, Amana announced recently.

Savings on food bills of from \$6 to \$35 per month were indicated in 56 percent of the replies, and 10 percent estimated monthly savings of more than \$36 a month.

A majority of the 295 Amana freezer owners who replied to the survey said savings resulted from buying large quantities of meat and other foods, saving and eating leftovers, buying seasonal fruits and vegetables, storing home-grown produce, and saving on gas, oil, parking lot fees, and carfare because of fewer shopping trips.

However, convenience was listed as the number one advantage to owning a freezer by 58 percent of the group. Twenty-one percent named saving money, and 15 percent listed the ability to store home grown produce as the principal advantage.

How Much to Cool?

A highly-accurate method of predicting average seasonal costs of cooling any home, anywhere in the country, with residential air conditioning, has been reported by Carrier Corp.

The new cost estimating method is based on a cooling degree day concept similar to the heating degree day used for some years to calculate heating costs, according to Everett P. Palmatier, Carrier's director of research.

So accurate is the new system that it can predict within eight percent, or \$10, the amount of money it will take to cool a home for the season, Palmatier says. The system was developed after two years of research on geographical weather factors and studies of the function of home air conditioning itself.

Farmers Want TV in '54

A survey of Midwestern farmers' buying plans for 1954 shows they rate television as their first order of preference; then come freezers and mixers

A survey of farmers' buying plans in eight Midwestern states for this year reveals a definite preference for television, freezers and mixers, in that order, among electrical appliances listed for purchase.

The survey was completed by five farm publications, claiming net paid circulation of 1,290,341 and 93 percent concentration in the eight states of Illinois, Indiana, Iowa, Wisconsin, Minnesota, Nebraska, South Dakota, and North Dakota.

In September, 1953, the five publishers of the Midwest Farm Papers—The Farmer, The Wisconsin Agriculturist, Wallace's Farmer, the Nebraska Farmer, and The Prairie Farmer—sent questionnaires to 10,500 farm families asking their buying plans for 1954. There were 3,989 replies to the questionnaires from the five farm publications, around a one-third return.

Each of the five papers projected the percentage of respondents mentioning each item to the total number of farms in the state or states covered by its publication to arrive at an estimate of the total numbers of various items and appliances which farmers intended to buy.

In releasing the report for the five papers simultaneously, the publications pointed out that a previous survey showed that farmers actually brought more than anticipated—apart

ently underestimating their own buying plans.

In April ELECTRICAL MERCHANDISING published the buying plans as recorded by one magazine—The Farmer. This month the results of all five publications' surveys were added together. Here are the results:

PRODUCT	% Intending to Purchase	Number Intending to Purchase
Television	16.3	187,846
Freezers	12.3	141,503
Mixers	7.9	91,452
Washing machines (conventional)	7.4	85,290
Water Systems	7.2	83,397
Dryers	6.8	77,750
Coffeemakers	6.7	77,079
Toasters	6.3	72,471
Water heaters	6.3	72,473
Sewing machines	6.2	71,798
Vacuum cleaners	5.7	65,977
Portable drills	5.5	63,535
Shavers	4.5	51,504
Ranges	4.3	49,473
Irons	4.3	49,133
Refrigerators	4.3	49,944
Portable fans	4.1	47,284
Radios	4.0	46,551
Waffle irons	3.9	45,413
Washing machines (automatic)	3.6	41,230
Built-in fans	2.3	26,529
Ironers	1.9	21,986
Room air conditioners	1.7	19,859
Record players	1.6	18,850
Garbage disposers	1.5	17,351
Dishwashers	1.3	15,051

Brand Name Champs



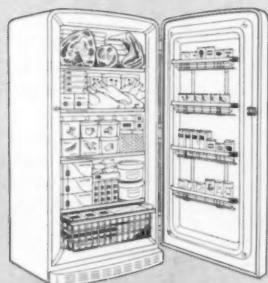
THREE BRAND NAME Retailer-of-the-Year winners in the appliance store category display their awards following recent presentations at dinner in New York. Mort Farr, left, president of Mort Farr, Upper Darby, Pa., holds the plaque he won for top honors in the appliance field. Certificates of distinction were given to Ken Stucky, center, of Stucky Bros., Fort Wayne, Ind.; and Mark Wilson, right, of Wilson's Electrical Appliance Co., Gary, Ind.

"P.D.!"

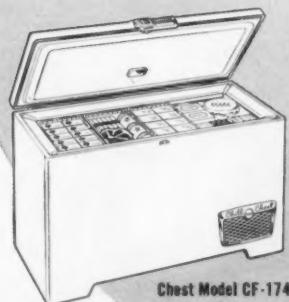
MEANS PROFIT DOLLARS FOR REVCO PREFERRED DEALERS!



Upright Model UF-174
17 cu. ft.



Upright Model UF-154
15.5 cu. ft.

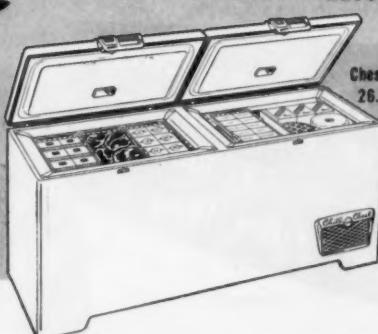


Chest Model CF-174
17.2 cu. ft.

Revco



Chest Model CF-104
10.4 cu. ft.



Chest Model CF-264
26.1 cu. ft.

*Check the "P.D." plan! Here's today's
fastest-growing opportunity for
Profit Dollars Quickly!*

FOOD FREEZERS
REVCO, INC. • DEERFIELD, MICH.

be making more money per sale by devoting
more selling time to freezers.

Doesn't it make sense to you to find out
what the Revco "P.D." selling plan can do
for *your* profits? Get in touch with your
Revco distributor. Find out how thoroughly
this new Revco selling plan covers your
advertising, merchandising, promotion.

So generous a plan has never before
evolved in the appliance business. For full
information, see your Revco distributor, or
write Revco, Inc., Deerfield, Michigan.

Coin-Operated METERS

- TO STIMULATE VOLUME
- FOR TIME BUYING
- FOR TIME SERVICING



Midget Model #8200

Appliance Timer

The most compact coin controlled timer ever built . . .

A.B.T. COIN PAY METER

- Completely Automatic
- Neon Indicator Light when in Operation
- Rugged Construction
- Capacity \$25.00 in Quarters
- Accepts Quarters Only
- Throw out small coins and small slugs
- Size: 2 $\frac{5}{8}$ x 4 $\frac{5}{8}$ x 5 $\frac{1}{8}$
- Time: 15 min., 30 min., 1 hour, 2 hours, up to 24 hours.

SELL AND OPERATE:

Refrigerators, Washing Machines, Ironers, Dryers, Television, Radios, Dishwashers, Vacuum Cleaners, Deep Freeze Units, anything electrical with the PAY METER. Your merchandise does not have to be electrical to be sold through an A.B.T. PAY METER.

Free-View Television Meter

For 25¢ Coin Operation

The 3 min. Free-View Meter is especially designed for the operation of coin controlled television sets in public places, such as hotels, motels, hospitals, bus depots, and many others.

The 3 min. Free-View Cycle, designed to attract attention and to create viewer interest, can be furnished as an automatic feature, turning on the television set for 3 minutes of Free-Viewing every half hour.

- Cash Box Capacity: Over \$100.00
- Finish: Brown or Black Velvet Crackle
- Dimensions ABT Model #7300 12" high—7 $\frac{1}{2}$ " wide—3 $\frac{3}{4}$ " deep. Net weight—9 $\frac{1}{2}$ pounds

Let us show you how . . .
Write for details and quantity prices



A few choice territories still available for experienced representation . . . WRITE.



Audit Service

A new auditing service described as providing information on various manufacturers' share of the appliance and home goods markets has been announced by a New York firm.

Called the "National Appliance Retail Sales Audit," the service is offered by the Audits and Surveys Co., 30 Rockefeller Plaza, New York, and is under the direction of Solomon Dutka and Robert Williams.

Field testing on such products as TV sets, radios, refrigerators, ranges, washing machines, air conditioners, already has taken place, according to Williams and Dutka. Both men formerly were associated with the Elmo Roper research firm.

Basis of the new service is the concept of a Product Audit wherein a nationwide representative sample of business districts is selected by probability methods. Within each of these districts every outlet carrying the product in question is located and enumerated by the interviewer. Such calls are made every two months and information on inventory, sales and purchase data by brand and model is obtained.

Reels Ready



LOOKING OVER 700 reels of 60- and 20-second television "spots" to be used to advertise Perfection Stove Co. products is J. M. Purdum, Perfection advertising manager.

Starts Heater Drive

Arvin is getting an early start on the fall electric heater selling season with a five-point program designed to get merchandise on the dealers' floors and Arvin in the public eye.

The program includes an "early bird" dealer premium plan, a large national advertising program, free point-of-sale displays; the Arvin "Merchantman" display, and an 11-model line, plus a grill-waffler combination. Gordon Ritter, Arvin electric housewares sales director, said industry heater sales should pass the million mark this year.

Breaks Cooler Drive

Emerson broke its national advertising campaign to sell air conditioners on May 20, plugging the theme "First Air Conditioner You can Install Yourself with a Screwdriver."

Multiple insertions in national magazines, radio and TV spots and newspaper ads were coordinated with heavy point-of-sale promotion material.

Display Winner



FIRST PRIZE winner in a \$100 window display contest sponsored jointly by V-M Corp. and Coronet magazine is Frank Burgard of Jenkins Music Store, Kansas City, Mo., shown receiving his check from Palmer Cox of Motor Radio, V-M distributor in Kansas City. Joe Merchant of Motor Radio is at left.

A COMPLETE QUALITY LINE
TO FIT YOUR NEEDS

If you really want to
cash in on the
Home Modernizing Market

ALUMINUM
Self-Storing
COMBINATION WINDOWS—
DOUBLE HUNG AND
CASEMENT



THERMOSEAL'S THE DEAL!

THERMOSEAL offers you:

- 1 EXCLUSIVE, PROTECTED FRANCHISE
- 2 A COMPLETE LINE OF WINDOW,
DOOR AND WEATHER-
PROTECTION PRODUCTS
- 3 PRODUCTS OF PROVED MERIT.
HUNDREDS OF THOUSANDS OF
INSTALLATIONS . . . APPROVED
OVER THE YEARS
- 4 NATIONALLY ADVERTISED
- 5 PROTECTED PROFITS
- 6 CO-OPERATIVE ADVERTISING
- 7 EXPERT SELLING HELP

THERMOSEAL

Aluminum

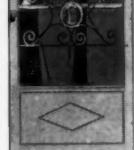
COMBINATION WINDOWS & DOORS
PORCH ENCLOSURES & JALOUSIES
ALUMINUM & FIBER-LITE AWNINGS

THE GREATEST FRANCHISE OPPORTUNITY OF 1954

THERMOSEAL & CLEARVIEW &
GLASS-LOUVERED JALOUSIE
WINDOWS AND DOORS



ALUMINUM
Picture-Window
COMBINATION SCREEN
AND STORM DOOR



PAINTED ALUMINUM Adjustable
VENETIAN AWNINGS



Fiber-Lite
DOOR AND TERRACE
CANOPIES



SEND FOR FULL DETAILS NOW!

THERMOSEAL DIVISION
THE F. C. RUSSELL COMPANY
Dept. 3-E64, Cambridge, Ohio

Gentlemen:

Please send me further details on Thermoseal Aluminum Products, and the exclusive Thermoseal Franchise.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Type of Business _____



DR. ALLEN B. DU MONT is shown displaying his new 19-inch color picture tube which gives a viewing area of 185 square inches. At right is Fred Rice, manager of Du Mont's cathode ray tube division.

Color: Big Tubes Coming

Du Mont raises the curtain on its 19-inch color tube with 185-square inch viewing area, while Philco, RCA, CBS-Hytron and others wait in the wings

The log-jam blocking progress of big-screen color television was jolted hard by Dr. Allen B. Du Mont last month, and there were indications that several other manufacturers would be moving "logs" before the summer was over.

Dr. Du Mont, who has been most cautious in his forecasts of how soon color would "arrive," unveiled a new 19-inch color picture tube which he believes goes a long way in development of a color TV receiver that can be sold at a reasonable price.

At the same time, Philco was privately showing a color tube about the same size as the Du Mont tube—roughly the equivalent of a 19-inch monochrome tube with a viewing area of 180 to 185 square inches—and was scheduled to show it publicly on or around June 1.

In addition, two other tube-makers, RCA and CBS-Hytron, were known to be experimenting with tubes at least as big or possibly bigger than 19 inches and were expected to make some public announcement before too long.

Orders Cabinets. And Crosley, which has been investigating the Lawrence one-gun Chromatron, ordered some 10,000 cabinets for color TV and was reported to have placed a similar order for tubes—though exactly what tube was not revealed.

As of early May, the largest tube known to be available for production was Dr. Du Mont's "Chroma-Sync Teletron," a three-gun, shadow-mask type tube described as representing a significant advance in the search for a cheaper unit.

"The primary feature of our tube is

its ability to be produced fairly easily and at a reasonable price," said Dr. T. T. Goldsmith, Du Mont's research vice president, when the "Chroma-Sync Teletron" was shown to newsmen.

Dr. Du Mont said the material cost of the new tube was now about \$72, as compared to about \$152 for the RCA 15-inch tube now in use by several manufacturers, and about \$180 for the Lawrence tube (this does not include the cost of labor, etc.). He said that it might be possible to reduce material cost of the Du Mont tube to as low as \$21 in "two or three years."

Looking Ahead. "We're looking ahead a few years when the cost of a color set will be down to around \$500, and we'll be able to work down further from there," Dr. Du Mont said. "That's when color will get close enough to black and white to have big volume."

As for getting the tube in cabinets and on dealers' floors, Du Mont said a limited number would be marketed later this year, at about \$1,000 per set, but that no big-scale production would be undertaken until more programming would be available and other factors were brought under control.

"We'll produce whatever the demand will be," Dr. Du Mont said. "Production is no problem."

The new Du Mont tube gives a picture area of about 185 square inches, only slightly smaller than that of the present 19-inch monochrome tube. Color phosphors are applied directly to the curved face plate of the tube by a photographic process, and the electron shadow mask has a curvature similar

to the face of the tube and is placed behind it.

Good Resolution. The tube has 1,300,000 individual color phosphors photographed on it, giving it "finer resolution, better detail—even better than some present black and white sets," Dr. Du Mont said.

Dr. Du Mont also showed a 16-mm color film scanner for use by broadcasters.

Dr. Du Mont also said that the firm

was working on a 21-inch rectangular color tube which would sell for less than \$100 when mass production was accomplished.

Engineers who saw the Philco tube reportedly were impressed by its simplicity, but somewhat doubtful about its complicated circuitry and large number of additional tubes. A strike at the Philco plant in Philadelphia might cause a delay in the target date of June 1, sources said.

Motorola: Color and Soap

Tying-in with Colgate-Palmolive Co., Motorola has launched its first major attempt to merchandise color television in a nationwide jingle promotion

Motorola took its initial step into the field of color television merchandising last month with a nationwide promotion tied-in with a laundry detergent manufacturer, Colgate-Palmolive Co.

The promotion, which runs through August 15, is basically a consumer jingle contest to sell "Fab," with Motorola giving away 100 small-screen color TV sets to the winners.

"It's a means to tell millions of home-owners that Motorola is in color television all the way," a spokesman for Motorola said. "Motorola's name will be right on the detergent boxes where home-owners will see it every day."

How It Works. The contest works this way: on each Fab package is an entry form. Contestants supply a final line to the jingle, "More active dirt remover, that's what new Fab brings to you; for shirts and sheets and everything. . . ."

It represents a departure in that Colgate is the first major soap company to use the actual package to promote a contest. A four-color announcement and picture, the rules, and an entry blank are on the box.

The contest is on all levels; it in-

cludes prizes for consumers, dealers, and Fab salesmen, and the sales organizations of both firms are tied-in at the retail level.

Five color TV sets have been earmarked for the five best store displays, and another five for top Fab salesmen. There will be additional prizes of Motorola black and white television sets, clock radios, and mink scarves for Colgate-Palmolive district managers' wives.

Television Kickoff. The contest was officially kicked off May 3 on the Colgate-sponsored "Strike It Rich" television program. Additional announcements were made on other Colgate TV shows and on May 4 and May 18 on "Motorola TV Hour" shows.

The television and grocery trades have been alerted with full page advertising in trade journals of both fields, while Colgate has set up a co-operative advertising program with grocers, including free color mats for use of dealers.

Motorola broke the promotion first to regional sales managers who in turn relayed it to the firm's distributors. Arrangements were made for reciprocal displays between appliance dealers and grocers.



TALKING OVER the new nationwide Fab-Motorola promotion kicked off last month are Breckinridge Jones left, Fab brand manager; and Dave Kutner, Motorola advertising manager.

"SYLVANIA TV QUALITY BRINGS ME MORE PROFIT!"



"From personal experience I can say with sincerity that Sylvania's consistent TV quality and performance has put more pleasure and profit into my business. In addition, Sylvania's HALOLIGHT has proven to me to be the most outstanding feature in television today. And the PHOTOPOWER Chassis really does wonders in bringing in superior reception from distant TV transmitters. No wonder I like doing business with Sylvania."

JOHN T. MATTHEWS, JR., owner and manager of Matthews', 120 W. Main St., Monongahela, Penna.
Sylvania Distributor, C. R. Rogers Corporation, Pittsburgh.

5 Reasons Why Dealers Prefer SYLVANIA TV

- 1 The Sylvania Selective Dealer policy is designed to afford franchised dealers an adequate and profitable trading area.
- 2 Sylvania TV is easier to sell. It caters to customers' eyes with better pictures, amazing HALOLIGHT and handsome cabinetry.
- 3 Sylvania TV is noted in the trade as a set requiring less service . . . a set that builds confidence in a dealer and the products he sells.
- 4 Sylvania Television discounts are the fairest in the business. Satisfied dealers are their first concern.
- 5 Sylvania backs dealers up with powerful advertising at all levels. Their eye-appealing point-of-purchase material and literature is the kind dealers prefer.



The STRATFORD Model 376

The finest 21-inch pictures plus smart cabinetry makes the Stratford today's standard in Eye-Appeal!

 **SYLVANIA**
TELEVISION

Sylvania Electric Products Inc., 254 Rano Street, Buffalo 7, New York
RADIO • TELEVISION • LIGHTING • ELECTRONICS

Only SYLVANIA TV
has HALOLIGHT

The Frame of Surround Lighting that's Kinder to Your Eyes!

The greatest Demonstration Feature in Television!

HALOLIGHT and PHOTOPOWER are Sylvania Trademarks

Contact Your Nearest
SYLVANIA TV
and **RADIO**
DISTRIBUTOR
TODAY!

HERE'S YOUR CHANCE TO SHARE IN
THE BIG BOOM IN TRAVEL THIS YEAR!

New automatic coffee making kit for the traveler



choice of red or brown plaid case

COFFEE TRAVEL KIT

wonderful for year 'round use at home, too!

Here's big news — now today's traveler can have delicious coffee automatically brewed and served from his own Coffee Traveling Kit — wherever there's a handy AC electric outlet. Kit includes:

- Scotch plaid carrying case
- 2 to 5 cup Flavo-matic percolator
- 4 non-breakable vari-colored plastic cups
- 4 stainless steel spoons
- Plastic jar-type sugar container
- Polyethylene bag for 1 lb. coffee container
- Funnel bag for Flavo-matic

Packs neatly in the Scotch plaid zipper bag—stores easily in a corner of trunk or inside car when traveling. When at home, the 2 to 5 cup Flavo-matic will be used for making delicious coffee every day. **Retail \$19.95**



Compact!

Everything fits into the water-repellent Scotch plaid zipper bag. Hinged fiberboard separator keeps contents in place.

No. 30-70 COFFEE TRAVELING KIT
with brown Scotch plaid zipper bag

No. 30-71 COFFEE TRAVELING KIT
with red Scotch plaid zipper bag



DEPT. 186,

WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN



FIRST COLOR television set sold in Chicago is wheeled out into street by S&S TV Engineers Mike Eremieff and Sol Dombroski, with the help of traffic cop, on first leg of trip to Del Giorno's restaurant and bar.

History Repeats Itself as...



ONCE INSIDE the bar, Dombroski and Eremieff issue instructions on operation of the Westinghouse color set. This step preceded actual installation of the set, which required services of four men.

First Color TV Goes to a Bar



PERCHED HIGH above Del Giorno's bar, set was installed in time for patrons to view Easter Parade. Eremieff and Dombroski check to make sure everything is secure and set will work before returning to office.



R. C. Crawford accepts tickets to the Greater Memphis Home Show and an invitation from Herb Halpern, Graybar Sales Promotion Manager, to help staff Graybar's model kitchen at the Show.

CASH IN ON "SURE-FIRE" SALES via GRAYBAR

Says: R. C. CRAWFORD, President
Crosstown Appliance Inc.
Memphis, Tenn.

"I guess this was just *one of many selling opportunities* Graybar works out for its dealers, but it sure clicked for me. I was one of the local dealers who staffed the Graybar display at the recent Memphis Home Show. A complete working kitchen and laundry set-up, the display provided a made-to-order way of demonstrating both major appliances and the popular lines of electrical housewares distributed by Graybar.

"More than 50,000 persons paid 50¢ each to see the show — almost all were potential customers . . . and many became buyers instead of just browsers.

"I've dealt solely with Graybar ever since opening my store. I've enjoyed working with them . . . they're an alert, aggressive organization anxious to provide 'extra service' whenever it's needed."

441-66



At the Show, Crawford and Graybar Salesman Walter Lee team up to do a selling job on electrical housewares — found actual demonstrations hard to beat for results. Graybar Dealers from Memphis working in shifts made on-the-spot coffee, toast, sandwiches, etc. for interested (and hungry) prospects.

Your Customers WANT the popular appliances...

GRAYBAR ELECTRIC CO., INC.

Executive Offices:

Graybar Building, 420 Lexington Ave., New York 17, N. Y.



Manitowoc 2-zone

MAJOR APPLIANCES



Manitowoc Manufactured
Farm, Home Freezer

FIRST OF ITS KIND
WHEN INTRODUCED
NATIONALLY
IN 1951

(Reproduction of news item in Retailing Daily of July 19, 1951)

FIRST CHOICE TODAY
FOR CAPACITY,
CONVENIENCE AND VALUE!

The 1954 Manitowoc 2-ZONE is the finest ever built . . . with improvements and refinements that benefit from over three years' experience. Today, the 2-ZONE is the most-wanted appliance wherever it is seen. It packs more capacity into less floor space, more value for fewer dollars, more real profit for aggressive dealers.

Manitowoc
2-zone

10

cubic foot
refrigerator
on top

11½

cubic foot freezer
below with zero to
20° below
temperature control

MANITOWOC EQUIPMENT WORKS
Department EM, Manitowoc, Wisconsin

Please rush facts on 2-ZONE.

Name _____

Address _____

City _____ Zone _____ State _____

SEE MANITOWOC IN BOOTH 1799 OF
FURNITURE MARY AT SUMMER MARKET

Sattler's
With Stocks
2 Distributors

Price Concessions Draw
Best for Washers, Refrigerators in Buffalo

BUFFALO, July 18.—Sattler's bought the equivalent stocks of 100 different manufacturers and then on sale at substantial price concessions, drawing "good" price concessions, according to a department spokesman.

Customers did not rock the department, but did take advantage of the sales, but there was some traffic through the store, which generated a good deal of business. Washers and refrigerators reported to have drawn the most attention. The entire department was turned over to the sale of refrigerators, which were heavily discounted.

Steve's Old
Buffalo newspaper
using the slogan
"The Sattler's
way to the
identities
whose names
should be
known."



Size . . . Styling . . . Price . . .



Raytheon's New Challenger

To meet demands of the replacement and second set markets, Raytheon introduces a line of light-weight, low-cost TV sets known as the Challenger series

In the opinion of Henry Argento, vice president and general manager of Raytheon's radio-TV division, "We are now in the first phase of the second set TV market."

Argento, the dark-haired man with glasses, shown in the pictures above, was thinking about markets last month when Raytheon offered its new Challenger TV line across the country.

"We have developed our Challenger line to meet the demands of both the first and second set markets," said Argento. "Our new sets are light-weight . . . low in cost . . . and offer attractive styling."

In the matter of size, Argento pointed out that the new line makes use of the vertical chassis. The 17-inch Challenger weighs 46 and one-half pounds, which he said makes it the lightest on the market. The all-metal cabinet is only one-half inch wider than the actual picture tube (17 and

one-half inches), giving overall dimensions of 16 and one-half inches in width, 17 and three-fourths inches in height, and 17 and three-fourths inches in depth.

New Styling. A new styling angle for TV has been applied by designer Helen Marie Kelleher through the use of the custom wrap-around "sleeves" which may be slipped on the set to match or contrast with any changes of interior decoration in the home. Made of durable fabrics, the sleeves are available in a wide range of optional colors and textures.

In addition, Miss Kelleher has styled the metal cabinets with the baked on enamel hammerloid finish in four colors: charcoal black, sea mist green, autumn brown, and gold. Four other models are available in leatherette finishes of mahogany, gray, black stag and leopard skin (see pictures).

When it comes to price, Raytheon

NOW CALORIC INTRODUCES A NEW LOW-PRICED, VALUE-PACKED AUTOMATIC GAS CLOTHES DRYER

EXCLUSIVE
NYLON SIFTO-BAG
LINT TRAP

EXCLUSIVE
LO-HEET, HI-BREEZE
DRYING PRINCIPLE

Now Caloric offers dealers the "Dryer buy of the year" . . . the gas clothes dryer that offers prospects *more dryer for less money* than any other on the market. This sensational new Caloric dryer is built with all these outstanding features: "Lo-Heet, Hi-Breeze" economy drying principle, automatic operation, high level air intake, sturdy drop door, Sifto-Bag lint trap, electric ignition, Nupon finish, two ways to exhaust moisture and many, many other features that are making the Caloric name famous in the gas dryer field. Ask your Caloric representative for complete details of the new, low-priced gas dryer with the high quality features.



CALORIC

CALORIC STOVE CORPORATION, TOPTON, PA.

EXCLUSIVELY FOR GAS



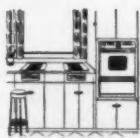
RANGES



DRYERS



DISPOSERS



BUILT-IN UNITS

SEND IN THIS COUPON TODAY TO DEPT. EM,
CALORIC STOVE CORPORATION, TOPTON, PA.

Please send me full information on the new low-priced Caloric gas dryers.

Name. _____

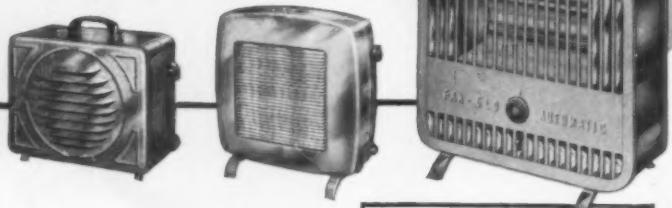
Address. _____

MR. JOBBER! MR. DEALER!
Celebrate our
Silver Anniversary of
Electric Heating... and
1,500,000
Fan-GLO HEETAIRES

FREE...
 your party
GIFT



1. A MARKEL-MAID WARMETTE FREE...
 \$6.95 List Price... with every \$109.90
 Heetaire Order!
2. A Complete DISPLAY KIT FREE!
3. A \$60,000 Fall Newspaper Advertising
 Campaign.
4. NEW Counter Give-aways and Envelope
 Inclosures FREE!
5. 3 Brand New HEETAIRES - including a New
 AUTOMATIC that lists at
 \$15.95 (Full Margin for You)!



See Your Jobber Now...
 he's ready with his new stock,
 free WARMETTES, free dis-
 plays, free literature, etc. . . .
 or please write us for the
 details!

• See us at the Atlantic City
 Show (July 12-16) . . .
 Booths 1707-1709 (New Ball-
 room in the Auditorium) —
 we'll have MORE Good News
 for You!

MARKEL
 ELECTRIC PRODUCTS, INC.

145 SENECA ST.

LA SALLE
 PRODUCTS, INC.

BUFFALO 3, N. Y.

Remember . . .

**There's More Good News for You at
 the ATLANTIC CITY SHOW . . .**

SEE US AT BOOTH 1707-1709

(July 12-16 . . . New Ballroom in the Auditorium)

points out that the Challenger series can compete with any line on the current market. The 17-inch receivers in four models list at \$139.95 with two optional finishes and colors going for \$149.95 and \$159.95.

Buy Any Quantity. The 21-inch Challengers begin at \$169.95 with similar optional finishes at \$179.95 and \$189.95. Dealers will be able to buy any models in any quantity without being obliged to order quantities of other models.

The sets have perforated bottoms which allow for ventilation. They carry a full year warranty on picture tube and a 90-day warranty on all parts. They receive any 12 VHF and UHF channels, being adaptable with snap-on strips. They can be equipped with built-in, all-channel tuners. Controls are located at the top of the sets, giving them a "stand-up" tuning feature.

Raytheon estimates that about one-fourth of the 27-million black and white TV sets now in operation are old, small-screen receivers, and the new Challenger line is aimed at this "mature market."

The first Challenger sets shown were all table models, but Argento said the line will be expanded later to include consoles.

Hits 3-Gun Tube

The president of Zenith Radio Corp. last month denounced the three-gun color picture tube as a "Rube Goldberg contraption" and said the single-gun tube is the solution to the color problem.

E. F. McDonald, Jr., president of the firm, said the three-gun tube is "costly and difficult to build and its many imperfections make it the one major obstacle to development of practical and economical color receivers."

"The heart of every color television set is the color tube," McDonald said, "and the whole color television industry has heart trouble."

He added that when a practicable and workable color tube has been developed, Zenith will go into full production and merchandising of color TV receivers.

Big TV Market

There is a market for about \$5-billion worth of television sets coming up during the next three years for the 14-million American families now without television, says W. C. Johnson, vice-president-sales, Admiral Corp.

Speaking before the Southern Wholesale Hardware Association recently, Johnson said there would also be a replacement market amounting to about 7-million sets. He added that the annual replacement business, when TV reaches its full saturation of 97 or 98 percent, would total 6- to 7-million sets a year.

Johnson said the TV industry probably would produce no more than 75,000 color sets in 1954, and that prices of color sets would remain high through 1955.

Leads Crusade



LES HOFFMAN, standing, president of Hoffman Radio Corp., receives proclamation on cancer crusade from Gov. Goodwin Knight, seated, of California. Hoffman is Cancer Society state chairman.

Color Goes Fast

RCA nearly sold out its first run of small-screen color sets to dealers less than a month after production began, according to Joseph B. Elliott, executive vice president.

Speaking to the convention of American Association of Advertising Agencies in White Sulphur Springs, W. Va., Elliott said the demand for color sets would exceed the supply during 1954 and 1955.

Elliott told the advertisers that color sets would be "useless" without programming, even "if we, by some magic brew, were able to put sets into your homes for \$1.98." He said acceptable programs would be impossible without the support of American business.

Television Briefs

• Emerson has sold 100,000 of its 17-inch table model television sets listed at \$149.95 since the model was introduced, S. W. Gross, vice president in charge of sales, announced last month.

• Hoffman Radio Corp. has revised its production schedule of color receivers sharply downward, president Les Hoffman told a distributor meeting recently. He said no big sales push to the consumer would be made until 19-inch sets were available.

• A survey by Admiral Corp. of Canada shows TV is becoming as popular in Canada as in the United States. In the Windsor, Ontario area near Detroit there are more TV sets than home telephones or bathtubs, according to the Admiral survey.

Correction

In the May issue of ELECTRICAL MERCHANDISING, page 150, it was mistakenly reported that Sylvania had introduced a line of television sets known as the "Challenger." The "Challenger" line was brought out by Raytheon, not Sylvania. The editors regret this error.

ON TIME

for your...

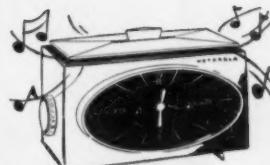
BIG GIFT SEASON

Motorola introduces the hottest **NEW IDEA** in clock radio!

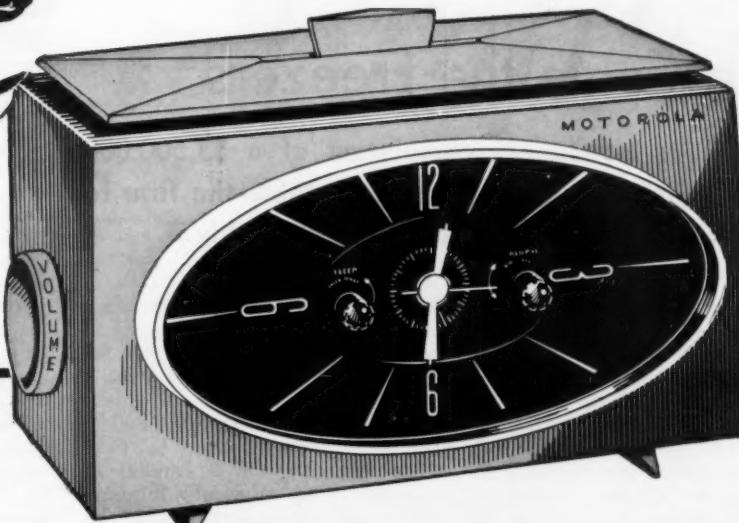


Speaker Open ON ALL FOUR SIDES

It's new! It's different! It's all-around sound! Motorola has placed its giant *Extended Tone* speaker in such a unique sound-up position that the famous *Golden Voice*® tone comes out in all directions. Telechron alarm clock has bigger clock face for easier reading. Appliance outlet, automatic timer. It's a brand new gift idea that will be the top-notch selling hit of the season. Order from your Motorola distributor now!



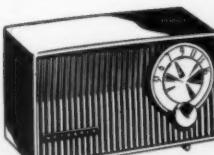
MODEL 63C1
Mahogany,
Sand, Spruce
\$49.95



Stock Up Now!

...on all these Motorola **CUSTOMER-TAILORED** radios!

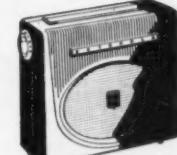
Look what's coming around the corner—Father's Day, Graduations, Weddings, Vacations—big days for profitable sales. You can make more sales, more profits from every one of these occasions by featuring the big gift sellers—America's fastest-selling radios—**MOTOROLA**! New Motorola clock-radios, new Motorola home radios, new Motorola portables that come in smart exciting designs, and a fabulous array of customer-approved colors. Perfect gifts that appeal to all your customers of all ages. So, order from your Motorola distributor today and profit more from the big 1954 gift season!



Model 53R—\$19.95



Model 53C1—\$29.95



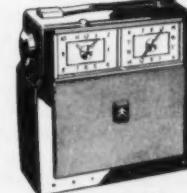
Model 54L—\$37.95



Model 52B—\$29.95



Model 63X—\$37.95

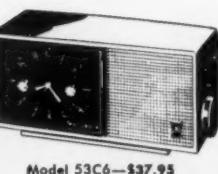


Model 53LC—\$44.95

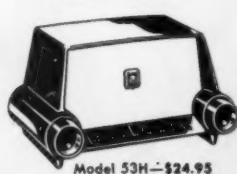


Model 53F2—\$99.95

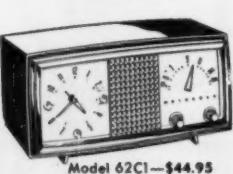
More People Buy Motorola
Radios Than All Others



Model 53C6—\$37.95



Model 53H—\$24.95



Model 62C1—\$44.95



Model 53X—\$29.95

Prices include Fed. Excise Tax
Batteries extra.
Subject to change without notice.
Slightly higher South and West.
"Golden Voice" Reg. U. S. Pat. Off.

Better Sell **Motorola** *Golden Voice* Radio

MANUFACTURERS



FREEZER ASSEMBLY operations at Amana's new multi-million-dollar production facilities are inspected by George C. Foerstner (right), executive vice president and founder of Amana Refrigeration, Inc., and Kermit Bridgeford, production manager.

Here Come the Freezers

Amana announces completion of a \$3,500,000 plant expansion program which will enable the firm to turn out as many as a thousand freezers a day

Amana this spring marked the 100th anniversary of the inception of the little Iowa religious colony by completing a \$3,500,000 expansion program that doubles the size of its plant and triples its productive capacity.

With its added manufacturing facilities, Amana will seek not only to bolster its position as leader in the freezer field, but to capture 20 percent of the business done by the entire industry, according to George Foerstner, executive vice president and founder.

The plant expansion program, which got underway only a little over a year ago, enables Amana to turn out as many as 1,000 upright freezers daily on its straight-line manufacturing operation. More than 75 percent of the plant equipment is new.

New Facilities. Included in the new facilities are eight giant high-speed presses, costing as much as \$100,000 each, which were installed to form and work cabinets and doors for the freezers. With other presses in Amana's sheet metal department, the plant makes all the stampings and fabricated parts required for manufacture of freezers and room air conditioners.

A steel processing department enables Amana to fabricate its own steel pieces from 10-ton coils of steel. Three principal sub-assemblies make liners, doors and condensing units. An automatic, electrostatic painting system applies a finish to the newly-assembled freezers.

Until 1950, Amana Refrigeration was a division of the Amana Society, a religious group proud of its tradition of fine craftsmanship, that still pros-

pers in eastern Iowa. For 78 years, until 1932, the Society practiced communal living. In 1950 the Society's refrigeration division became a private corporation.

Amana's first venture into the refrigeration business came in 1934 when Foerstner and a handful of workmen in the corner of a furniture shop began making beer coolers. The group quickly expanded its operations into other refrigeration fields and in

1936 turned to making frozen food locker plants.

First Freezers. In 1939, Amana built its first eight food freezers for the home, but did not get a chance to expand operations immediately because of World War II and the necessity to divert production facilities to defense work.

In 1943, Amana's factory burned down; work was transferred to nearby cities and the firm continued to make refrigeration equipment for the armed services. When the war ended in 1945, Amana returned to civilian production and turned out 8,000 small chest freezers.

After that, expansion was rapid, and Amana quickly switched emphasis to upright freezers, while also continuing to make chest models. The factory's production was more than doubled in 1951 and in 1952 was further speeded up to a capacity of about 300 freezers a day.

The decision to further expand was made in 1952, and this spring the firm completed its final program that doubles the size of its 170,000 square-foot plant and triples its productive capacity.

Insuring Performance



CONTROLS for the additional Calorimeter room which has been installed on the Vornado production lines are checked by workman. The new test equipment insures top performance of Vornado air conditioners, according to O. A. Sutton Corp. officials.

TV Plant Will Close

Westinghouse will close its television and radio assembly plant at Sunbury, Pennsylvania, this summer as an economy move.

The firm will consolidate its TV-radio operations at Metuchen, N. J., where new manufacturing facilities have recently been completed. Westinghouse owns the Metuchen plant, while it has been leasing the Sunbury facilities. Westinghouse makes both color and monochrome television sets at the Metuchen factory.

"Although regrettable, this action cannot be delayed any longer, since our division has been operating two major plants at partial production capacity for many months already," said T. J. Newcomb, manager of the Westinghouse radio-TV division.

"No appreciable upswing in consumer demand for radios and television sets is forecast in the near future," Newcomb said. "Therefore, to operate efficiently we must consolidate our production at one location and take full advantage of its capacity and more modern facilities."

Westinghouse will cease all operations at Sunbury effective August 27 and will sublease the plant, rent-free, until February, 1956, to any manufacturer who wishes to contract for use of the facilities.



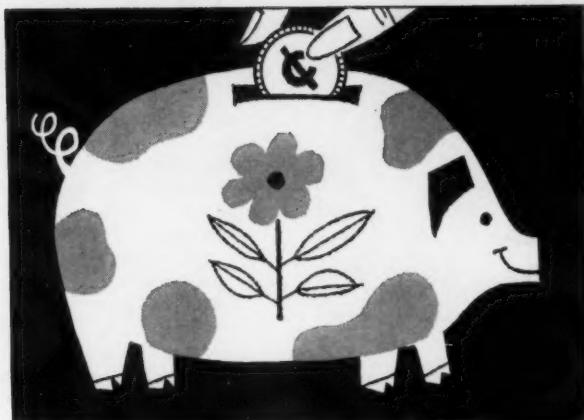
INSPECTORS CHECK performance of upright freezers at Amana's new expanded plant facilities, recently completed at a cost of \$3,500,000. Recording thermometer on top of each unit registers its freezing characteristics, cycling, and temperatures.

G-E Breaks Ground

General Electric recently conducted ground-breaking ceremonies for a new G-E hermetic motor plant in Holland, Mich.

Ab Martin, general manager of G-E's hermetic motor department, said the new plant is necessary to provide hermetic motor parts for the rapidly growing refrigeration and air conditioning industries.

Manufacturing at the plant is scheduled to begin in 1955, after which the department's headquarters will be located at the new site, Martin said.



Are you Satisfied with Piggy Bank Profits?

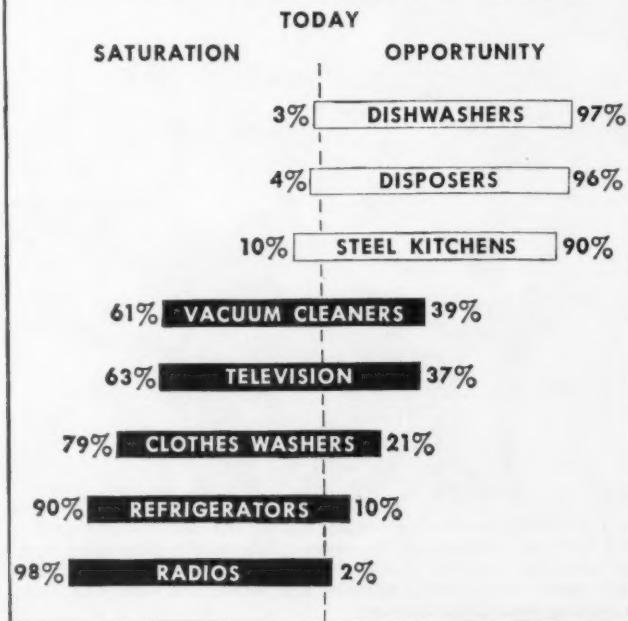
Having net profit troubles? Short discounts, trade-ins, frequent model changes, name on too much retail paper, excessive inventories . . . all these things leave you with only "Piggy Bank profits" on most of the lines you sell?

There's still a big opportunity to make money . . . selling a line with a full 40 per cent profit. With American Kitchens, the market for steel kitchens, dishwashers and garbage disposers is wide open. Why be satisfied with "Piggy Bank pro-

fits" when you can hit the Jack Pot by selling American Kitchens? Yes, you make big 40% profits with American Kitchens and the profits you make you keep. Here's why: no trade-ins . . . no yearly model changes . . . inventory only a display . . . no money down . . . financing with 3 years to pay on FHA insured loans which mean cash to you. American Kitchens offer a real opportunity for creative selling.

Packed with features that women want most, American Kitchens are easiest to demonstrate . . . easiest to sell. Only American Kitchens offer all these exclusive work-saving features: Smooth rounded contours, seamless one-piece drawers, 15% larger sink bowl, double action spring hinges on doors, concealed door and drawer pulls. And with American Kitchens you have a complete line to sell . . . wonderful Roto-Tray dishwashers, disposers, ventilators, and a full line of accessories. Act now! Get your share of blue chip kitchen profits! Write, wire, or phone to get full details on the American Kitchens deal . . . including new hot promotional and profitable sinks.

LOOK AT THE FIGURES . . . IT'S EASY TO SEE WHAT YOU SHOULD BE SELLING



American Kitchens

MAKE MORE MONEY FOR YOU

American Kitchens Division  Connersville, Indiana

Cabinets of steel for lasting appeal

**Here's a Washer that
WILL Tap a Vast New
MARKET!**
LAUNDER-KING

with POWER WRINGER

Now . . . pick up sale after sale of electric washers where your regular lines of standard washers won't let you in. LAUNDER-KING was designed by top flight washer engineers to meet the needs in small homes and apartments.

LAUNDER-KING is quality all the way, fully warranted and priced down where the washer market has never before been touched by such a dependable space-saving machine (only 18" x 18" x 28").

For Small Homes • Apartments
Kitchens • Cottages • Housekeeping
Rooms • Extra Washer Anywhere

COMPACT • BEAUTIFUL

5 pounds capacity. Full size 1/4 H.P. washer motor. Sealed transmission, lubricated for life. Automatic drain pump. Wringer detaches for easy storage. Swirl type alum. agitator, 2" balloon rubber rolls. Easy-roll casters.

LAUNDER-KING, INC.
15841 Wyoming, Detroit 38, Mich.

Some Territories Open for Qualified Distributors

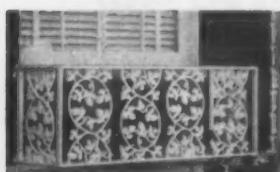


Suggested Retail . . .
See us at the Furniture Market
Columbian Room, Congress Hotel

Hide Unattractive Room Conditioners



The beautiful new BAR-BROOK Room Conditioner DECOR GRILLES change unattractive room conditioners to a spot of beauty—and this is an advantage that helps sell more conditioners. Just ask any dealer! Two distinctive designs to compliment any type architecture.



ORLEANS DESIGN

- Four Sizes
- Two Beautiful Designs
- All-Aluminum
- Will Not Stain or Rust
- Quickly Attached or Removed
- Mounts on Wood, Brick or Masonry Wall

Write today for free
illustrated catalog and prices.

BAR-BROOK MANUFACTURING CO., INC.
6135 Linwood Avenue Shreveport, Louisiana

Firm Purchased

Illinois McGraw Electric Co., a subsidiary of McGraw Electric Co., last month announced purchase of the home appliance business of General Mills.

Under the cash agreement, Illinois McGraw Electric acquires the capital equipment, tooling and inventories. The purchaser assumes responsibility for future servicing of General Mills appliances now in use.

General Mills entered the small appliance field in 1946. The firm's products include a variety of electric housewares, including a waffle, toaster and iron.

Purchase price was not revealed.

Manufacturers Briefs

• Midwest Mower Corp., manufacturers of Eversharp power and hand lawn mowers, has purchased the Ride-A-Mower Co. of Bridgeport, Conn. The Ride-A-Mower Co. will be operated as a separate division and distribution will be through an exclusive jobber and dealer organization on a maintained price policy.

• Jordon Refrigerator Co. held a formal opening of its new manufacturing plant in Philadelphia May 22. The company's refrigeration products will be manufactured in the new facilities.

• Jensen Manufacturing Co. of Chicago has acquired new manufacturing facilities at Guttenberg, Iowa, for reproduction of small industrial speakers. Jensen's Chicago plant will be devoted to expanded production of high fidelity speakers.

• An eight-story industrial plant in Long Island City, New York, has been purchased by Roto-Broil Corp. for expansion of the firm's line of infrared broilers and small appliances.

• Plans for construction of a large warehouse have been announced by Servel, Inc. Construction for the new facilities, near Servel's plant in Evansville, Ind., is scheduled to get underway as soon as local labor difficulties have been settled.

• Raytheon will construct a new ceramics plant among its manufacturing facilities in Waltham, Mass., in the near future. It will be attached to the present administration building.

• Trav-Ler Radio Corp. announced last month that a new 70,000-square foot addition to its manufacturing plant in Orleans, Ind., will be in production by July 1. The new plant is equipped to handle production of television and high fidelity products.

Purchases Firm

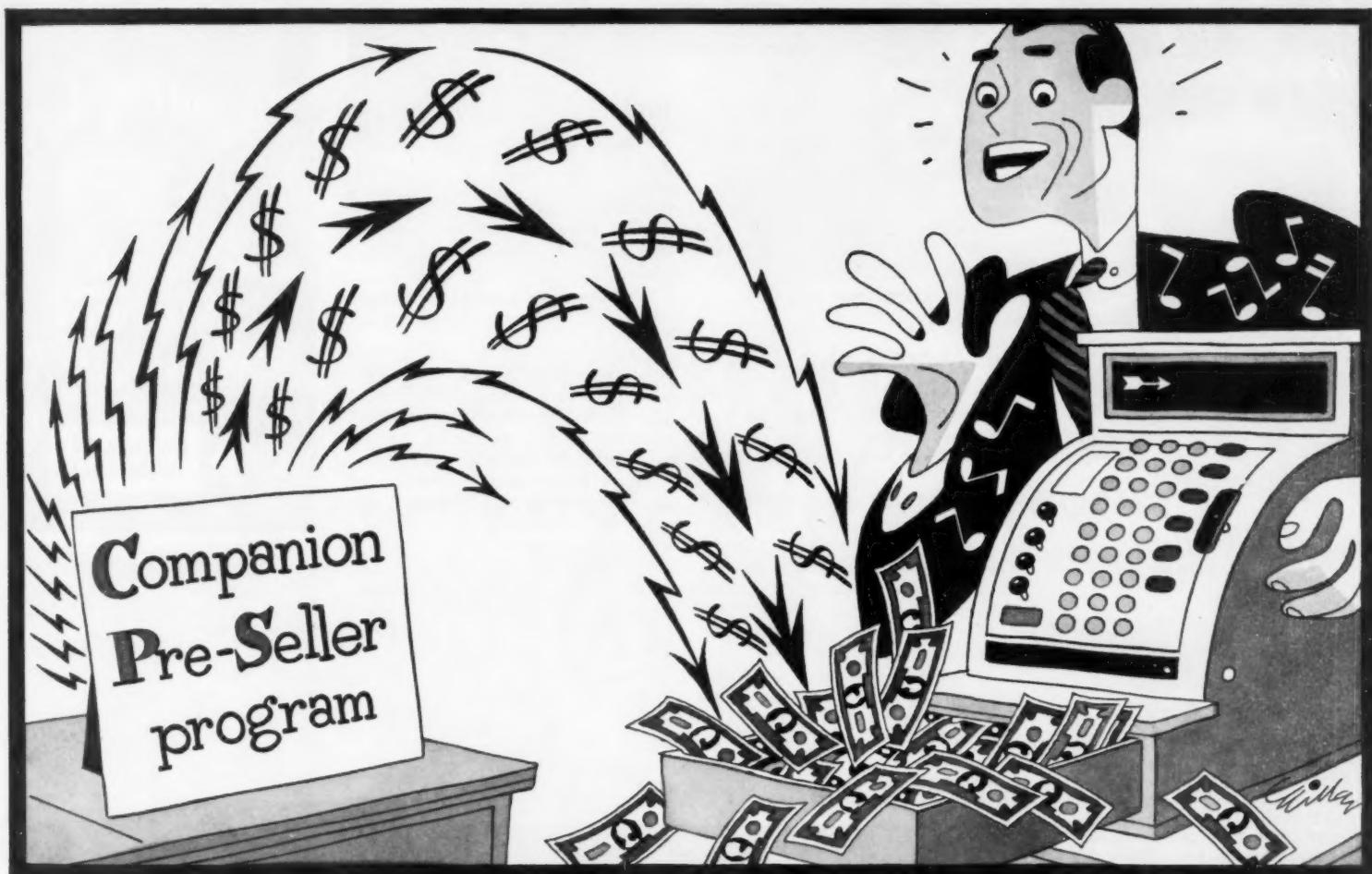
Frantz Manufacturing Co., Canton, O., has purchased Conlon Bros. Manufacturing Co., Chicago, makers of the White Way washing machine.

Early to Rise



SERVICE MANAGERS attending a recent Maytag service conference are awakened at 6:15 a.m. by members of the home office service department and given tomato juice "eye-openers." Left to right: Roy Dimon and Dave Armbruster, Maytag's home office; Harold Wheeler, Ray Maffei and Harry Lazar, members of the Maytag West Coast company.

"Live wire" dealers get extra voltage from Companion Pre-Seller program



Since September, dealers wrote in and specifically ordered 70,177 pieces of COMPANION Pre-Seller display material.

The COMPANION plans merchandising aids that dealers really can use—and want to use. The fact that dealers have requested 70,177 COMPANION display pieces in so short a time is a good indication that our idea is right. You'll keep right on

seeing your best-selling items advertised in the COMPANION, too. Smart manufacturers know that their ads in the COMPANION will produce sales because the COMPANION reaches more married women 18 to 35 than any other magazine.*

*Source: From the latest Starch Consumer Magazine Report

buying
Concentrate on the best ^{years} of a woman's life with



At last!

true hi-fi

for the big mass market!



Hallicrafters
HI-FI \$99.50
in Mahogany

It's hard to believe, but here is true high-fidelity priced to sell under a hundred dollars and still guarantee your full profit! It's the Hallicrafters HI-FI—the set that really puts you in the high-fidelity business in a big way—the easy way. You need no heavy inventories—no high priced experts—and you face no installation or service headaches! Hear it—stock it—feature the HI-FI and CASH IN! Ask your distributor about Hallicrafters sensational FREE RECORD PROMOTION. It's a traffic builder and a profit maker!

★

Just Look at all these High-Fidelity Features... usually found only in Sets Costing Many Times as Much... or in Luxury Custom Installations!

- ★ Frequency response of 30-15,000 CPS!
- ★ Three Speed Changer—plays 7", 10", 12"—even intermixed!
- ★ Ceramic cartridge with 1 mil stylus for LP's, 3 mil for 78's!
- ★ Slumber Switch turns set off after last record!
- ★ DUAL SPEAKER SYSTEM—Separate 8" woofer—3" tweeter!
- ★ Heavy wood speaker enclosure, glass wool lined!
- ★ In hand rubbed mahogany or modern blend finish!

hallicrafters

THE NAME IS FAMOUS

radio • television • high-fidelity
4401 West Fifth Avenue, Chicago 24, Ill.
Hallicrafters Ltd., 51 Camden St., Toronto

President and his Staff



AMERICAN MOTORS top executives get together for family photo following official announcement of merger of Nash-Kelvinator and Hudson. They are, left to right: N. K. VanDerzee, vice president in charge of Hudson sales; C. T. Lawson, vice president in charge of appliance distribution (Kelvinator); George W. Mason, chairman and president of American Motors; and H. C. Doss, vice president in charge of Nash sales.

Still More Color

Frigidaire, which earlier this year introduced colored refrigerators and ranges, has expanded its use of color to include laundry equipment and freezers.

These products will now be available in Stratford yellow and Sherwood green, H. J. Miller, appliance sales manager, announced. At the same time, all refrigerator and range models in the line can be obtained in color, instead of only a limited number of models.

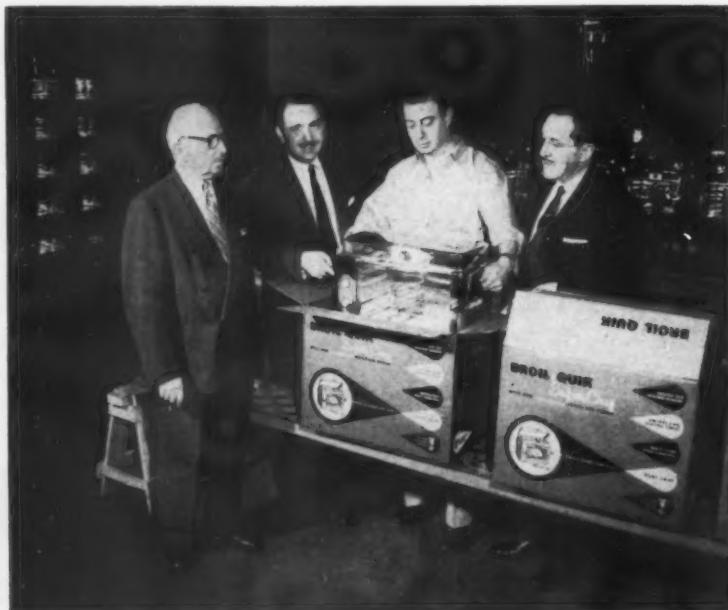
The colored appliances are being mass produced in the two pastel colors

developed especially for use in kitchens. All ranges, washers and dryers have porcelain finish. Refrigerators have Dulux finish, with a choice of porcelain in five models, it was announced by Miller.

When Frigidaire first brought out its colored products last January, they were only available in three refrigerator and four range models.

"Experience taught us there was a demand for colored refrigerators and ranges of all sizes and at all price levels," Miller said. "We also found a demand for laundry equipment and the food freezer in colors matching the refrigerator and range."

Millionth Broiler



LOOKING OVER millionth broiler to be produced by Peerless Electric, Inc., formerly Broil-Quik, are (left to right): Isaac Steinbook, chairman of the board; Nat Steinbook, vice president in charge of production; Norman Gayton, production foreman; and Max Steinbook, president. Peerless has produced 1,000,000 broilers in five years.

Keep Your Eye Peeled

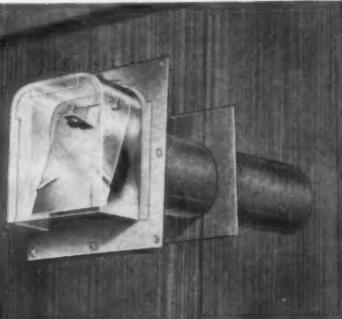


for a New Mixer by Dormeyer...

You'll see features
never before offered
in any mixer!

it's another First
in mixer history
for Dormeyer!

See page 93
of this issue!



Exhaust Dryer Troubles with the Dry-R-X Vent

Assure your dryer customers that moisture, heat and lint will be no problem... sell venting as part of the hook-up.

The Dry-R-X exhaust unit is the simple, economical way to vent dryers. It's all rust proof aluminum. The automatic damper is completely weather proof and self thawing.

The hood is available as a unit or in kits containing sufficient aluminum pipe and elbows for the average installation. Alternate installation can be made with the new low cost, grey Flexible Duct, now available in 6' and 9' lengths.

Ask your dryer distributor or write stating name of distributor and make of dryer you sell.

DRY-R-X COMPANY

5521 Code Ave. • Minneapolis 10, Minn.

IT'S MAKING NEWS! IT'S MAKING SALES! IT'S BREAKING ALL PRECEDENT!



Full-size refrigerator in top gives more usable fresh food space than standard 8 cu. ft. model.



Full-size freezer in bottom stores 220 lbs. frozen food, has giant roll-out bin for bulky items.

COOLERATOR "FREEZERATOR"

true combination refrigerator-freezer

PACKED WITH SELL! PACKED WITH PROFIT!



Designed so top of freezer door makes a handy shelf the same height as standard kitchen counter.



Only 31½" wide, this double-use appliance fits same area now occupied by old refrigerator.



RDC-66—National suggested list, \$479.95. Less than most ordinary two-door refrigerators!

The Most Talked About Product In Its Field!

More talking points, more selling points—

more everything for you and your customers!

Full-Size Refrigerator! More usable fresh

food space than standard 8 cu. ft. refrigerator!

Extra door shelves! Big 18-qt. Crisp-O-Lator!

Adjustable shelves! Butter saver! Perfected

automatic defrost!

Full-Size Freezer! Stores 220 lbs. of frozen

food! Roomy fast-freezing Kold-Hold shelves!

Extra door shelves! Separate ice cube shelf!

Adjustable middle shelf! Giant roll-out bin for bulky items! Free 5-year \$100 warranty against food loss.

Creates a **NEW market**—saves space, adds convenience, makes it possible for any home to have both freezer and refrigerator in the same area now occupied by refrigerator alone.

Only 31½ inches wide.

You need this on your floor! Call your Coolerator distributor today or write

COOLERATOR 

COOLERATOR COMPANY, Duluth 1, Minnesota • A Division of International Telephone and Telegraph Corporation



GOING will be tougher for small dealers, Norbert Schaefer, Sterling, Ill., says, and new credit methods will help. Dealers should . . .

Avoid Credit Mouse Traps

You can't tell if a credit applicant is honest by the look in his eyes, so get acquainted with your credit bureau—you're going to need it

It is the opinion of Norbert Schaefer of the credit bureau in Sterling, Illinois, that small dealers are constantly getting mouse-trapped by bad deals because they don't know the operation of credit. These dealers tumble into pitfalls because they are amateurs going up against some smart operators.

For example: When a new dealer opens up in a town every deadbeat flocks to his store and attempts to do business with him, figuring he hasn't heard.

Second, too many dealers accept a deal before the credit is passed.

Third, they think a credit bureau is something for the big operators. It is more important for the small one than the big one.

Membership in a credit bureau such as in Sterling costs the dealer \$36 a year and he will get his money back many, many times.

New in the last few years has been the technique of the credit bureau coming at the prospect from many angles. From time perennial the bad risk has usually tried to keep one account clean to use for reference. Today, he is checked not only from all angles but for the amount of indebtedness with each.

New in recent years is the obtaining of a list of renters and how much rent they pay.

New is the system of getting together what are called "red flag" groups of bad risks, which exist in every community and which permits almost an instantaneous credit report when their names come up.

One of the things that give credit

bureau men grey hair is the individual who has no sales resistance nor ability to appreciate that he is getting loaded up beyond his ability to pay. In every community there are a lot of families that are always in trouble because of their habit of over-buying without thinking.

A system now seems to be working with this group, in Sterling, is a deal in which the harassed customers are called in for a conference with the credit bureau. When their liabilities are put down on paper against their assets none of them can explain why they did it. Consequently, the credit bureau makes a deal with them which they have to sign, in which the employer sends the individual's pay checks directly to the credit bureau. It parcels out so much money to each of the creditors, and sends the balance to the family for living expenses, after making allowance for how much the family has to have.

This is a new technique, and works out in getting the individual off the hook. The trouble is that fully 50 percent of them get in trouble again as soon as they are cleared up from the first affair.

In the appliance field, the local credit bureaus are encouraging repossession when the customer has been oversold and is bogged down. It feels that the customer can get by by purchasing a second hand unit at half the price which will serve his purpose. There is no use trying to get an over-sold customer to continue struggling and it is better to get him out of difficulty at the earliest opportunity that is possible.

First Quarter Sales Vary

Westinghouse, RCA, and G-E small appliances are higher for the first three months, while Sylvania, Motorola, Du Mont and Admiral are down

Westinghouse, RCA, and General Electric's small appliance division last month announced first quarter sales for 1954 were considerably higher than for the same period last year. Sylvania said sales for the first quarter were high, but not as high as the first three months of 1953. Motorola Admiral, and Du Mont also were down from last year.

Westinghouse reported net income for the first quarter increased 55.9 percent over the first quarter of 1953, to \$26,286,000. Sales rose 6.4 percent to \$406,537,000, and operating profit before taxes increased 22.1 percent to \$56,146,000.

President Gwilym A. Price said the 1954 first quarter sales of \$406,537,000 were the third highest for any three months and compared with sales of \$382,226,000 in the first quarter of 1953.

RCA did more business during the first three months of this year than in any previous initial quarter in its history. Sales totaled \$226,609,000, up nine percent over the same period a year ago, while profits amounted to \$10,066,000—an eight percent increase.

Aggressive Selling. G-E's small appliance division manager W. H. Sahloff reported sales for the first quarter of 1954 were 15 percent above the first three months in 1953, but he did not release exact figures. He called the increase "definite proof that hard and aggressive selling and merchandising on the part of alert ambitious distributors and dealers is the answer to the psychological road blocks that constitute the real menace to business progress today."

Sylvania's net sales for the first

quarter of 1954 were \$66,995,451, greater than those of any previous first quarter except for the record-breaking initial quarter of 1953, when sales totaled \$80,060,308. Net income for the first quarter amounted to \$2,121,487, compared with \$2,773,243 for the corresponding figure in 1953.

Admiral's sales for the first quarter dropped 19 percent, from \$69,191,849 last year to \$55,977,562 for the first three months of this year. Admiral appliances were higher, but TV sales were down at the manufacturing level as a result of disposing of inventories.

Whirlpool first quarter sales increased from \$38,276,940 in 1953 to \$43,773,985 this year. Thor Corp. reported a loss of \$451,434; Magic Chef and White Sewing Machine also took losses.

Sunbeam's net was down, while Stromberg Carlson's sales were up over the first quarter of 1953.

Net earnings for Motorola in the first three months of 1954 fell almost half, from the \$3,174,208 figure in 1953 to \$1,644,084 in 1954. President Paul Galvin said "results for the 1954 first quarter do not reflect our expectations for the whole year."

"Our attitude going into 1954 relative to black and white television receiver production was one of caution because of the inventory situation at all levels and inability to appraise the general effect of black and white sales due to color television," Galvin said.

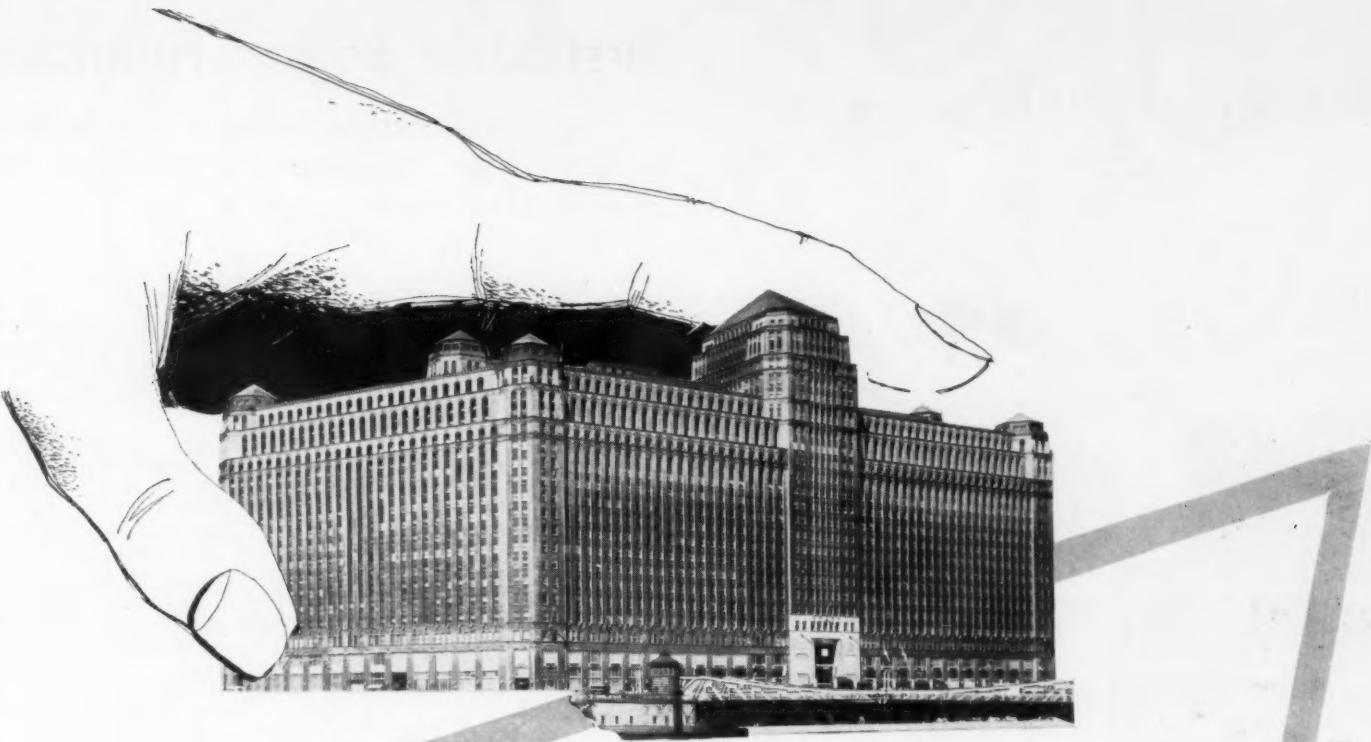
Du Mont reported a net profit of \$508,000 for the first quarter of this year, as against \$945,000 for the corresponding period in 1953.

Schick reported first quarter net sales amounted to \$4,628,501, up from the figure of \$3,615,476 in 1953.

Lucky Twosome



PRESENTATION of car keys to a 1954 Cadillac is made by Roy Howard (left) merchandising manager for Whirlpool Corporation to Mr. and Mrs. Elmer H. Beneke, sales manager for Reinhard Brothers, Sioux Falls, S. D. distributors, won the auto in competition with 81 other distributor sales managers throughout the United States.



Everything right at your finger tips

2,576 Lines In Luxurious, Air-Conditioned Surroundings

FURNITURE • BEDDING • CHINA • GLASS • POTTERY • GIFTS **HOUSEWARES**

APPLIANCES RADIOS • TELEVISIONS • CURTAINS • DRAPERIES • FABRICS

FLOOR COVERINGS • TOYS • GAMES • WHEEL GOODS • LAMPS • SHADES

LIGHTING FIXTURES • LINENS AND DOMESTICS

Utilize our Facilities of Bank, Postoffice, 11 Restaurants

**The International Home Furnishings
Market June 21st to July 2nd**

FREE! The Mart's Bus Service—Buses from all loop hotels to The Mart every ten minutes from 8:00 a.m. 'till 10 a.m. Return schedule from 4 p.m. to 6 p.m. and twice-an-hour-during-the-day bus service between The Mart and Furniture Mart for the first week of the Market.



THE
MERCHANDISE
MART



Hallicrafters Model TW-2000
WORLD-WIDE PORTABLE

Smart to look at in ginger-brown leatherette. Operates on 117 volts AC or DC or on its own long-life batteries. Plays anywhere—and that really means anywhere. Three antennas: 64" telescoping, chrome-plated "whip," built-in stick loop, and "Skyrider" for attaching to windows of trains, boats, etc. It's the only portable with special long-wave beacon band, 180 to 400 kc., for yachtsmen, flyers.

4401 West Fifth Avenue, Chicago 24, Illinois • Hallicrafters Ltd., 51 Camden Street, Toronto, Canada

There's a fascination about listening to far places that is unbelievable! And this interest plus performance, is the very thing that is selling so many Hallicrafters World-Wide Portables. Eight bands provide more coverage than any other portable radio on the market—offer the finest broadcast reception, too. This is the portable backed by the most famous name in communications radio—Hallicrafters.

Guaranteed to outperform
any other portable radio
anywhere—any time—at any price!

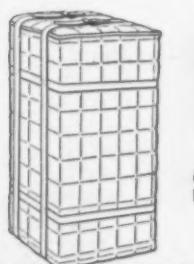
hallicrafters

THE NAME IS FAMOUS
Radio • Television • High Fidelity

**There's an art
to carrying
appliances, too!**

"Check in" with safety, economy and prestige. Deliver appliances to customers the clean, modern way with Webb Slingabouts. Water-repellent canvas jackets shut out weather damage. Scratch-protective flannel lining safeguards surfaces. Handing makes moving and lifting easy. Slingabouts slip on quickly and give years of repeated service.

Ask about Wrapabouts for radio and TV sets



SLINGABOUTS
FOR APPLIANCE PROTECTION

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout or Wrapabout prices for Model #

Make _____

Name _____

Address _____

City _____

Appliance _____
Refrigerators
Range
Washer
Radio
TV
Other
(please specify)

Check _____

Distributor Begins Financing

With banks getting tighter in their handling of appliance credit, Equipment Distributors of Boston organizes its own financial agency

As an aid to dealers who have encountered difficulty recently in obtaining credit for customers, Equipment Distributors of Boston, last month organized its own finance company, Bankers Discount Trust, Inc.

Alvin Zises, president, told ELECTRICAL MERCHANDISING he believes his firm's entry into the finance field may mark the first time an independent appliance distributor has taken such a step. Operations of Bankers Discount Trust are designed to supplement whatever financial agreements dealers may already have.

Zises said there were a number of reasons behind the decision to set up a financial agency.

Primary reason is that dealers have been finding it increasingly difficult to obtain financing from banks, Zises said. They are inclined to be tougher in appraising risks. Also, good credit terms, such as 36-month payment plans, have not been available since World War II.

Offers Terms. Bankers Discount Trust offers a wholesale plan for dealer inventories, with 90-day terms plus three 30-day renewals, and a retail plan offering terms up to 36 months. At the consumer level, dealers may have either recourse or non-recourse paper, and an insurance plan.

"We're in the white goods business ourselves, and we're closer to the dealer than the banks are," Zises said. "When it comes to making a decision on a customer, we do more than just check his local credit rating, as a bank does."

"Also, we're in a better position to do something with repossessions if

there are any," Zises said.

Bankers Discount Trust officially came into being on May 3, with Edward G. Scanlan directing operations. A former credit company executive, Scanlan has been appointed "staff executive" in his new position.

Zises expects the financing organization to be a stimulus to his present business in the New England era he serves. "We're running the business in a business-like way, and we hope to make a profit."

Equipment Distributors handles York air conditioners, CBS-Columbia television, Magic Chef ranges, Majestic ranges, Eureka vacuum cleaners, ABC washers, and A. O. Smith water heaters.

New Bank Plan

"Consumers Credit Protection Plan," a new financing plan designed to provide local bank facilities for distributors, dealers and customers, has been organized by a group of Texas businessmen.

Kenneth Murchison, Dallas insurance executive and industrialist, has been named president and chairman of the board of the Bankers Credit Protection Corp. and United Investors Life Insurance Co., which are providing the plan; Jack B. Craig is executive vice president and director; and John L. Tracy is vice president and director.

Bankers Credit Protection Corp. home office will be located in Dallas. Expansion plans call for branch offices in midwestern and southeastern states.

Ad Winner



JAMES STAFFORD, left, advertising director, Kansas City Power & Light Co., Kansas City, Mo., receives First Award in the intermediate poster division of Local Outdoor Advertising Awards Contest of the Outdoor Advertising Association of America, Inc., from Rudy Bauers, manager, General Outdoor Advertising Co., Inc., Kansas City, Mo. Award was for utility's outdoor advertising in 1953.

Use these effective SALES TOOLS to sell more Porcelain Enamel appliances!

With the sales helps illustrated here, you can capitalize fully on the sales value of the Porcelain Enamel finish of ranges, washers, dryers, refrigerators and other appliances. You literally *show* your customer how and why this modern finish adds to the beauty, ease of cleaning and service life of the appliance. You sell by demonstrating its resistance to fire; you show that it can't be scratched, that it isn't harmed by conditions that ruin other finishes.

The booklet "Selling Facts About Porcelain Enamel" suggests the specific features to emphasize for each class of appliance. The film presentation shows how Porcelain Enamel gains its unique qualities. The pocket folder "Prove For Yourself . . ." sums up all the demonstration points in brief, convincing style.

If you don't already have this material, fill in and mail the coupon below.

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

1346 Connecticut Avenue, N. W.

Washington 6, D. C.



interesting film presentation



THIS LABEL identifies genuine Porcelain Enamel surfaces on appliances and other products.



THIS MATERIAL IS ACID RESISTING PORCELAIN ENAMEL

- Will not rust, burn, or discolor
- Does not harbor odors or germs
- As easy to clean as a China dish
- Is not harmed by household odds, fruits, juices, etc.
- Harder household work surfaces
- Color and beauty will not fade

GUARANTEED by the manufacturer to conform with the "General Specifications for Porcelain Enamel Finishes" issued by the American Society for Testing Materials, Standard No. D-285-35T, of the Porcelain Enamel Institute, Washington, D. C.

TO CLEAN: DAMP CLOTH, SOAP AND WATER

quick and effective highlights



Slide-film illustrations give clear, simple story of how the exclusive advantages of Porcelain Enamel are "built-in."

Porcelain Enamel Institute, Inc.
1346 Connecticut Ave., N.W.
Washington 6, D.C.

(Check items desired)

Please send me information about:

Demonstration Kit

Slide Film

NAME.....

COMPANY.....

ADDRESS.....

These workable ideas help you show specific advantages for each type of appliance.

With the above kit of materials, you can actually demonstrate Porcelain Enamel's resistance to fire, acid, staining, scratching, shock.

EM-6

In Cuba, TV Takes a Bath

Television started like a house afire a few years ago in Cuba, but broadcasters are now losing an estimated \$100,000 a month and one station has folded

The television broadcasting industry in Cuba, once the second largest in the world, is skidding down the road to bankruptcy, the McGraw-Hill World News Bureau at Havana reported last month.

It has been estimated conservatively that the TV business is now losing more than \$100,000 a month on that tropical isle. One station has gone out of business.

Cuba has suddenly discovered that it cannot support five television channels. The business has been going down fast since the beginning of the year, with advertising budgets cut drastically.

TV started off in great style when it first came to Cuba a few years ago, with some programs costing as much as \$35,000 to produce. Now broadcasting budgets have been slashed to a minimum and industry spokesmen predict that eventually the field will narrow down to two or three channels, instead of the original five.

Sets Bootlegged. Havana, with a population of 1,500,000 is estimated to have 150,000 television sets. Many of them are bootlegged in, so officials have no accurate way of determining the exact number.

The channels, in order of their importance, were Channel 6 (CMQ-TV); Channel 2 (TeleMundo); Channel 4 (Television Nacional); Channel 11 (Storer); and Channel 7 (CNBF-TV). Channel 11, an American outlet, suspended operations last month.

CMQ, the nation's largest radio-TV network, operates both channels 6 and 7. However, Channel 7 shows no live programs. Channel 6 is believed to be the most successful financially, followed by 7, which was little competition in the daylight hours.

Despite the fact that Channels 6

and 7 are the most stable, it is believed they are able to do little more than break even. The owners, the brothers Goer and Abel Mestre of Santiago, recently cut out their publicity department and reduced salaries.

Losing Money. Channel 2, affiliated with the newspaper El Mundo, is losing about \$35,000 a month, industry observers estimate. Owned by the Amadeo Barlettas, father and son, the station recently lopped 100 employees off the payroll.

Channel 4 also is believed to be losing money and has cut expenses recently. Among the owners are Huamara and Lastra, the RCA distributors in Havana.

The recent drop in advertising has left only the beer and cigarette manufacturers, gas-oil, pharmaceutical and detergent industries doing much in the way of large-scale program advertising. It is not believed that the beer and cigarette industries will enlarge their contracts.

The television industry is now seeking other means than expensive programming to attract advertisers. Spot announcements are regarded as one possibility.

Britons Prefer TV

Britons are spending more time looking at television and less listening to radio, according to the McGraw-Hill World News Bureau in London.

A survey by the British Broadcasting Corp. shows a 2.9 percent decline in the number of adults listening to radio during the evening hours during the first quarter of 1954. Even among those who did not possess television, the radio listening time was shorter.

At the same time, the percentage of adults watching television during the evening hours increased 3.4 percent during the first three months.

Aussies Pick Up

The Australian appliance industry staged a major recovery from its low 1952 levels, with retail volume on electrical appliances and radios totaling \$152,500,000 in 1953, McGraw-Hill World News correspondents report.

Australians spent about \$14,000,000 more on appliances in 1953 than they did in 1952 and industry observers expect even better business in 1954, providing the nation's economy remains fairly stable. A greater proportion are now being sold on credit terms.

The appliance industry suffered a severe setback during the middle months of 1952, but recovered somewhat by the end of that year. Radios

Latest Equipment



NEW HOME ECONOMICS department recently completed by Easy Washing Machine Co. for use in training sales personnel is given a final going over here by Rose Mary Guerra, director of Easy's home ec department, and her secretary, Pauline Emerson. The new department contains a cooking area, dining area, and laundry section.

and irons made particularly strong comebacks.

Appliance industry expansion in Australia is now underway at many levels, including distributors and dealers. Many recently-introduced appliances are based on U. S. designs and contain features new to Australians. In many cases these appliances are produced locally under license from American manufacturers.

Drive on Old Boxes

NEMA has designated the week June 6-12 as "Discarded Refrigerator and Freezer Safety Drive" week in an attempt to combat the menace that abandoned freezers and refrigerators present to children.

Cooperating with NEMA's household refrigerator and farm and home freezer sections will be various safety groups throughout the country, Boy Scout and Girl Scout organizations, and 4-H Clubs. Utilities, insurance companies, and fraternal organizations also are included.

Material prepared consists of a four-page plan folder which contains complete information about the drive—samples of the data sheet, poster, envelope stuffer and reprint of the announcement from Safety Education magazine.

The poster warns children against the dangers of being trapped inside discarded refrigerators and freezers. It is being made available to 1,160 school systems and other sources for distribution.

NEMA suggests that owners of discarded boxes first remove the doors, remove the latch-stops and gaskets, and then drill or punch holes in the cabinet itself as a means of averting possible tragedy.

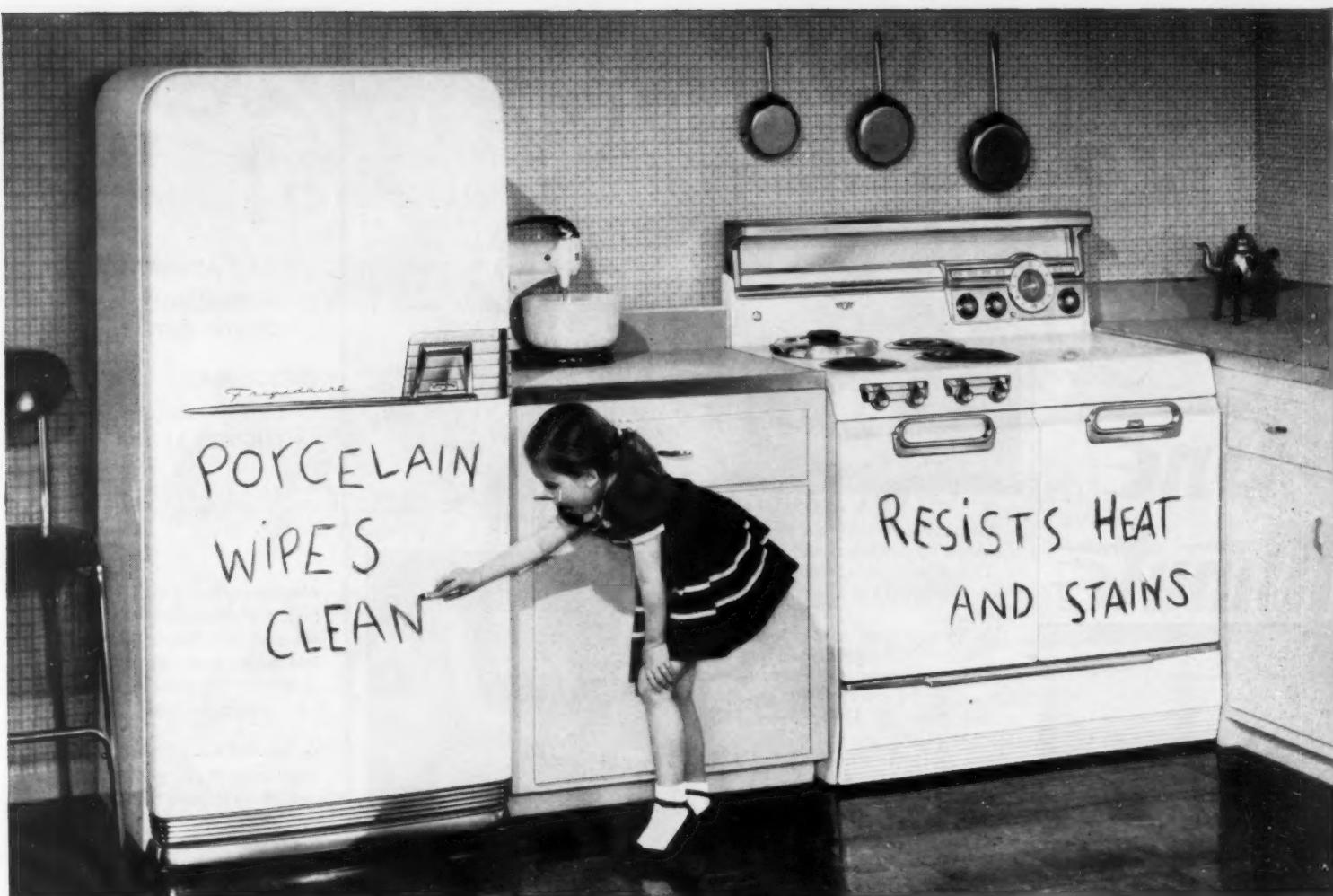
Named by MEADA

James M. Friedlander has been retained by Metropolitan Electrical Appliance Dealers Association, New York, to serve in the capacity of organizational director. Friedlander formerly was with a private public relations firm which had served in an advisory and organizational capacity for the group.

Sign Agreement



DISCUSSING contract whereby Ronson Art Metal Works, Inc., will market German electric shaver in this country are Wilhelm Weigand, left, president of Max Braun Co., of Frankfurt, Germany, and Louis V. Aronson II, right, president of Ronson. The two recently signed a \$15,000,000 agreement.



...and sells a lot of Frigidaire Appliances!



Lifetime Porcelain Finish protects cabinet and tub of Frigidaire Automatic Washers and the cabinet and drum of Frigidaire Filtra-matic Dryers. No other laundry equipment offers such complete protection against rust.

You can't tell the age of a Frigidaire Appliance finished in Lifetime Porcelain! There are no tell-tale marks, no stains nor scuffs. Because porcelain is impervious to age, heat, water and acid. And consumers know it!

Only a Frigidaire Dealer knows what a terrific sales advantage porcelain can be—because no other refrigerator is made with a porcelain exterior. Value-seeking customers are

more than willing to pay for the extra protection of porcelain in Frigidaire Refrigerators, Automatic Washers, Electric Dryers and Electric Ranges. This means a constant demand for Frigidaire Appliances—and an extra profit margin for the Frigidaire Dealer on each and every porcelain appliance sold. Just another reason why the Frigidaire Franchise is the most valued in the entire industry!

Visit the Frigidaire exhibit 508A, Furniture Mart, Chicago.
See what Frigidaire has done with color!



Frigidaire Appliances

Built and backed by General Motors



**SEE THE
QUICK SALE
WASHER
LINE**

**AT THE
SUMMER MARKET**

**One
Minute**

On display America's newest, finest most beautiful automatic washer has the exclusive features most wanted by housewives . . . AQUAMATIC BALANCED TUB, 220° AGITATOR ACTION, SELECTIVE DIAL CONTROL, FASTER, SMOOTH-ER SPIN.

Top quality, proven performance and steady demand make bigger profits for you.

Streamlined Model
848. Finest of our
conventional line.



**ONE MINUTE WASHER CO.
KELLOGG, IOWA**

PEOPLE

Hurley Resigns



Raymond J. Hurley has resigned as chairman of the board and a director of Thor Corp., it was announced at a recent meeting of the firm's stockholders.

Hurley had been named a director of Thor in 1927 and chairman of the board in 1948 after the death of his brother, E. N. Hurley, Jr. Another brother, John R. Hurley, president, died last year.

Hurley's father, the late Edward N. Hurley, founded the appliance firm in the Chicago area and was a prominent Midwestern financier and industrialist. Thor originally was known as the Hurley Machine Co.

Henry C. Buckingham was named by directors to succeed Hurley as chief executive officer of Thor. Buckingham continues as president, a post he assumed last year following the death of John R. Hurley.

Lee Clark Retires



Lee A. Clark retired May 1 as assistant general sales manager of Frigidaire division, General Motors Corp. He had held the position since 1943.

Clark joined Frigidaire in 1929 as a sales promotion specialist and was named sales promotion manager in 1933. A few months later he was made advertising and sales planning manager.

Prior to his association with Frigidaire, Clark had been advertising and sales promotion manager and later general sales manager for the Wayne Tank and Pump Co., Fort Wayne, Ind.

Despres Dies

Maurice S. Despres, 53, a member of the board of directors of Admiral Corp. and president of Dale Distributing Co., New York, died May 2 after a long illness.

Despres entered the radio-appliance distributing industry in the 1920's. He was founder and president of Dale Distributing Co. of New York and New Haven. When Admiral Corp. was founded in 1934, he became the New York distributor for the firm and was elected to Admiral's board of directors in 1944.

A former OPA official during World War II, Despres was active in various civic and charitable organizations. Survivors include Mrs. Despres and a daughter, Pamela.

Martin Retires



Verne R. Martin, general sales manager of Maytag Co., retired from the firm May 1.

Martin joined Maytag in 1924 as a house-to-house salesman. He subsequently served as regional manager and divisional manager in the Midwest, and became general sales manager 10 years ago.

Martin said he would continue to maintain his country home near Newton, Iowa, headquarters of Maytag.

Named to Ad Post

Sy Radzwiller, formerly director of merchandising for Krich, New Jersey, Inc., distributors, has been appointed to the account executive staff of the Grey Advertising Agency, Inc.

Radzwiller began his activities at Krich as advertising and sales promotion manager. Prior to that time he had been sales manager of Bendix Home Appliances for Allied Distributors-New Jersey, Inc. He had also been an editor of Retailing Daily.

Editor Resigns

Charlotte Conway has resigned as equipment and appliance editor of House Beautiful magazine.

Mrs. Conway will conduct a kitchen planning and consultation service from her home in Reading, Vermont.



DISPLAY ADVERTISING

- AROUSES INTEREST
- CREATES PREFERENCE

DIRECT MAIL

- GETS PERSONAL ATTENTION
- TRIGGERS ACTION

*

After your prospect has been convinced by DISPLAY ADVERTISING, he still must take one giant step. He must act. A personalized mailing piece direct to his desk, in conjunction with a display campaign, is a powerful action getter.

McGraw-Hill has a Direct Mail Division ready to serve you with over 150 specialized lists in the Industrial field.

To get your copy of our free INDUSTRIAL DIRECT MAIL CATALOGUE (1954) containing complete, detailed information about our services, fill in the coupon below and mail it to McGraw-Hill.

Do it now! The best advertising programs are planned well in advance.

*



*

Direct Mail Division,
McGraw-Hill Publishing Co., Inc.
330 West 42nd St., N. Y. 36, N. Y.

Please forward my free copy of the McGraw-Hill "Industrial Direct Mail Catalogue."

Name _____

Company _____

Address _____

City _____ State _____

NO SUBSTITUTE. Buyers and Manufacturers agree there is *no substitute* for the NATIONAL HOUSEWARES EXHIBIT. It is the *only* national meeting place for your industry. You will see more exhibitors and more products than ever before, meet with policy making company executives, get first hand knowledge of production, distribution, delivery, prices. All this vital business information awaits you at the

**21st NATIONAL
HOUSEWARES EXHIBIT
JULY 12-16
ATLANTIC CITY AUDITORIUM**

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION, 1140 MERCHANTISE MART, CHICAGO 54, ILLINOIS

ELECTRICAL MERCHANDISING—JUNE, 1954

PAGE 177



POP-EYED YOUNGSTERS at Chicago Home Show happily watch Oster home economist demonstrate how potatoes are liquified and blended in Osterizer, then cooked as potato pancakes on electric range. They were among the quarter of a million Midwesterners on hand for the exhibit.

Emphasis on Living in a Modern Manner

Thousands of Midwesterners visit the Chicago Home Show and learn how they can live more easily with new appliances.

THE Chicago home show, officially the 1954 Modern Living Exposition, broke records this past April when it drew more than a quarter of a million midwesterners to see more than 500 exhibits in 2½ miles of displays at Navy Pier.

Focal point of the electrical appliance end of the business was the Electric Living theater and co-ordinated mass appliance displays sponsored by the Chicago Electrical Association. Presenting three angles on appliances, the Electrical Living theater dramatized modern living through use of laundry equipment, freezer living and electrical cooking.

In addition, massed displays of appliances included some 15 different brands of matched washers and dryers, 14 brands of electric ranges (22 ranges in all), 15 different brands of horizontal and 14 upright freezers. To top it off, a display of kitchen cabinets lined one wall with eight different brands.

A novel approach to the demonstration models shown on the floor was the auction of these appliances through bids. Broken down into the various categories (as range, freezers, etc.) the public was asked to bid for the various units, stating price, name, address, etc. Distributor of line had choice of accepting or turning down highest bid; also got list of other bids on his brands for his dealers.

Additional lures were the exhibits of manufacturers and their distributors throughout the long Navy Pier. Demonstrations ran from power tools and sewing machines to double-door refrigerators. Free coffee or food prepared in the appliance on display was a feature of the electric housewares line.



HOUSEWIVES are attracted to latest techniques and ease of the sit-down operation of automatic ironing which is demonstrated by Helen Vining of Sampson Distributors, Chicago, on an Ironrite machine.

POWER TOOLS get the spotlight as Vern T. Tolleson puts the Shopsmith through its paces before a male audience. Power tools attracted large crowds of visitors.



VISITOR BIDS on an electric range she wants, will have a chance to buy it after show if her offer is highest. Distributor could turn down highest bid if he did not feel it was enough for the product on sale.



MASS DISPLAY of appliances shown here included 15 pairs of matched washers and dryers for benefit of comparative shoppers. Fourteen brands of electric ranges, 29 upright and chest freezers also were shown.

RAPT EXPRESSIONS of onlookers indicate interest in demonstration of Pfaff sewing machine operated by K. W. Warner. Button-holing technique is shown in demonstration here.



going...



going...



gone?



Will she buy?

She is a woman making up her mind and a lot of factors are being weighed.

Does it have the features she wants? Does she like your store? Is the manufacturer well-known? Does she like your tie? Is the price right?

But there's a mighty big "plus" working for you at this moment of decision ... she reads McCall's.

She knows from McCall's articles that she needs the product, and why. She knows from McCall's advertising that she can trust and rely on the brand. That's why so many appliance advertisers use McCall's. It helps to "clinch" the sale.

McCall's

... serving women in more than 4,557,000 homes

High in quality—Low in price

The *Andrea* Riviera

To meet today's competition, Andrea is retaining its traditional high quality — yet at the lowest prices in history. The Andrea Riviera is made of more expensive components and it's TROUBLE-FREE*. This means higher profits — easier selling and more recommendation sales.

CHECK THESE FEATURES:

- ★ Wood cabinet, genuine mahogany veneers.
- ★ 22 tubes (21" P. T.)
- ★ 12 inch speaker.
- ★ Four IF stages.
- ★ 41 MC video IF.
- ★ 82 UHF-VHF channels.

*Independent surveys show that Andrea TV averages less than one service call per year.

Andrea is a bargain whichever way you look at it. Write today for complete information on the generous Andrea franchise. See for yourself!

ANDREA RADIO CORPORATION
27-01 BRIDGE PLAZA NORTH, LONG ISLAND CITY, N. Y.



Centenarian



OSCAR A. CATE, 102 years old, of the Cate Furniture Co., Winfield, Kans., has been nominated the oldest active Admiral dealer in the United States. Cate, still active in business, is shown here with Admiral Dual-Temp refrigerator-freezer.

Coast Group Elects

George S. De Bonis, vice president and merchandise manager of the City of Paris, San Francisco, has been elected president of the Northern California Electrical Bureau.

De Bonis succeeds W. J. Lee, merchandise manager of Sherman Clay & Co., San Francisco. Other officers elected include: Charles W. Goodwin, Jr., GESCO, San Francisco, vice president; O. R. Doerr, vice president and general sales manager of the Pacific Gas & Electric Co., San Francisco, secretary; Frank K. Runyan, general manager, Western Merchandise Mart, San Francisco, treasurer; and John S. C. Ross, Pacific Gas & Electric Co., San Francisco, chairman of the committee.

Distributor Award

The electric housewares section of NEMA this year will select an "Electrical Distributor of the Year" to be honored at the National Association of Electrical Distributors convention June 6-11.

The award, to be in the form of a plaque, will be continued in future years "in recognition of the key role of distributors in the sale of electric housewares," according to NEMA.

In order that all electric housewares distributors may be eligible, regardless of size, the selection will be made on the basis of greatest contribution throughout the year to the continuing year-around Industry Electric Housewares Gift Campaign.

Promotion Briefs

- Chrysler Airtemp has issued "Selector Guides" to enable its retail salesmen to determine the type of air conditioner most effective for any area of the country.
- Admiral Corp. has contracted to sponsor Bishop Fulton Sheen's television program "Life is Worth Living," for the third season. Bishop Sheen's program will resume on the DuMont TV network on November 2.

Plugs Better Wiring

The Lehigh Valley Electrical Association, Allentown, Pa., recently heard a talk on the "Full Power Ahead" adequate wiring campaign initiated by Anaconda Wire & Cable Co.

Gene West, special representative of Anaconda, told the contractors, distributors, and utility men that many people are not aware that wiring modernization can be financed through the FHA's Title I loans.

"With more electrical gadgets and appliances going into the home," West said, "there is an ever-increasing danger of overloading existing wiring. The appliance industry itself is unable to sell certain major appliances because present wiring is completely incapable of carrying the additional load."

• For the peak of the air conditioning season, International Harvester will sponsor parts of the CBS-TV "Morning Show." I-H also is promoting its room air conditioners through six national magazines and many local newspapers.

• Sessions Clock Co. has introduced three different decorator frames designed to go with its "Saucer" clock. The frames can be obtained in wrought iron, natural wood, or with a Mexican sunburst-fan theme.

• A new merchandising kit based on a bridal theme is being distributed by Toastmaster Products Division, McGraw Electric Co., to display its line of toasters. The kit includes a miniature bride and groom, white silk drape, and blue ribbon.

• Schick is plugging its electric shavers in a series of large-circulation magazine advertisements during June. The ads are aimed at the Father's Day market, with the slogan: "Give Dad or Grad the Thinnest, Lightest Electric Shaver Ever Made."

G-E Sets TV Shows

General Electric is lining up an imposing array of Hollywood stars — headed by Ronald Reagan — for its 52-week television show series scheduled to begin in September.

Such top names as Tyrone Power, Fred Astaire, Henry Fonda, Joan Crawford, Jane Wyman, Joseph Cotten, Paul Douglas and Thomas Mitchell are among those G-E hopes

to have for its CBS-TV drama series, "General Electric Theater."

Twenty-six live shows will be produced during the 1954-55 season, and in addition a number will be filmed. Ronald Reagan will act as host each week and star in some of the television dramas.

PROTECT

Appliances, Radio and TV Sets from Costly Delivery Damages with DREADNAUGHT Form-Fit PADDED COVERS

Costs Less to Buy!
Costs Less to Use!

Eliminate damage claims . . . make faster deliveries . . . protect customers' properties. You get these 3 big benefits when you use DREADNAUGHT form-fit, padded covers for all your appliance deliveries. DREADNAUGHTS are chafe-proof on the finest finishes, water repellent and are made of NEW canvas with a soft moleskin lining. This is why DREADNAUGHTS last longer, cost you less to use.

Van and Warehouse Accessories Also Available.

NEW HAVEN QUILT & PAD CO., INC. 72-96 Franklin St., New Haven 11, Conn.
Dept. E654

Please send me your free catalog and price list.

NAME _____
ADDRESS _____
CITY _____ STATE _____

**SEND FOR
FREE
CATALOG
AND PRICES**



IT'S PRE-SOLD!!

"GIVE THE LADY WHAT SHE WANTS"
give her ...

ROTO-BROIL

CUSTOM "400"

America's Favorite INFRA-RED AUTOMATIC ROTISSERIE
With Sensational EXCLUSIVE

BAK-A-TRAY

PATENT PENDING



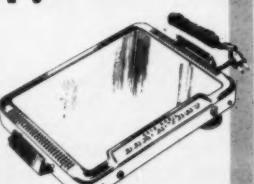
YOUR CUSTOMERS ARE PRE-SOLD ON THIS BIG VALUE

Roto-Broil Custom "400" \$69.95
BAK-A-TRAY	19.95
Total \$89.90

They pay for BOTH only **\$69.95**

EXCLUSIVE SALES MAGNET! THE BAK-A-TRAY!

BAK-A-TRAY is the amazing merchandising bonus that only a leader like Roto-Broil Corporation of America can offer dealers. Housewives everywhere know about the fabulous BAK-A-TRAY . . . have seen it demonstrated on TV. Customers will be flocking to your store for the BAK-A-TRAY gift they've been pre-sold to expect with the purchase of a Roto-Broil Custom "400".



IT'S A \$19.95 VALUE THAT BRINGS THEM PRE-SOLD INTO YOUR STORE . . . THAT NO COMPETITION CAN TOUCH!



Accepted for advertising in the
American Medical Association
Publications

GUARANTEED FOR ONE YEAR

Plus NEW EXCLUSIVE CUSTOM "400" FEATURES

- "E-Z Vue" Front Panel Fingertip Controls
- Color-Keyed Push-Button 3-Heat Control
- Loud, Clear Bell-Ringing Automatic Timer
- Extra Outlet Times All Appliances Automatically
- Slide-O-Matic Spatter Shield Keeps Kitchen Clean & Cool
- BAK-A-TRAY—The Wonderful Sales Magnet of the Electrical Appliance Industry, a Roto Broil Custom "400" Exclusive!

ROTO-BROIL CORPORATION OF AMERICA
32-14 NORTHERN BLVD., LONG ISLAND CITY, N.Y.

I'd like my store to be recognized headquarters for Roto-Broil Rotisseries. Rush the name of my nearest distributor to me today!

Name _____

Address _____

City _____ Zone _____ State _____

Borg-Warner Corporation



JUDSON S. SAYRE

Judson S. Sayre has been named president and general manager of the Norge division of Borg-Warner Corporation, and a vice president of the corporation itself. Sayre was for many years president of Bendix Home Appliances, and in addition had served as national sales manager for Kelvinator. He succeeds George P. F. Smith, who will join the executive staff of the Borg-Warner central offices.

Hoover Company



H. EARL HOOVER

H. Earl Hoover was named chairman of the board of Hoover following the annual meeting of the company's shareholders. In a regional appointment B. L. Hockenberry becomes district manager in Cleveland.

O. A. Sutton Corp.

Recent appointments include that of Bill Lindsey as sales representative to work with Vornado district sales manager throughout the country. Hobart K. Churchill is the new district sales manager for the west coast area.

Whirlpool Corporation

Richard Sierk has joined the sales promotion staff of Whirlpool in charge of the dryer and ironer division. Sierk was formerly advertising manager for Ironrite.

Sessions Clock Co.

Leonard A. Roulier has been appointed district manager for the company in metropolitan New York. Fred J. Ritzer takes over a like post in the New England states.

New Positions

Maytag Company



CLAIRE G. ELY

Claire G. Ely has been appointed general sales manager of the company succeeding Verne R. Martin who has retired. Promoted to succeed Ely as manager of product and market planning is A. B. Murray who is in turn succeeded as general service manager by S. R. Payne.

Emerson Radio and Phonograph Corp.

Edward C. Bonia has been appointed manager of dealer relations for the corporation. Bonia's function in the newly created post will be the coordination of factory dealer relations via the company's distributors.

General Electric Co.

Philip H. Weil has been named by the company as district manager of a new radio and television sales district. The new district will encompass major parts of Texas and Oklahoma and part of New Mexico.

Ironrite, Inc.



RICHARD M. GOTTLIEB

Richard M. Gottlieb has been appointed vice president in charge of sales, succeeding Hal Biddle, who has resigned. Named as assistant sales manager was D. V. Brondyke, while L. E. Clancy was named advertising and sales promotion manager.

Ilg Electric Ventilating Co.



JOSEPH J. FRIEDLER, JR.

Joseph J. Friedler, Jr., has been named vice president in charge of sales. Regional appointees include: J. H. Maloney, New Orleans branch manager; R. H. Hotgrewe, St. Louis branch manager; Carl E. Brock, Jr., middle Atlantic; and Folger H. Bigelow, southeastern district manager.

Hotpoint Company

Regional appointments recently announced include: J. E. Jones, district product manager, San Francisco; A. A. Knes, district product manager, Cleveland; and R. E. Rollins, district product manager, New York.

Pennsylvania Range Boiler Co.

Samuel Sansweet has been appointed advertising and sales promotion manager for the company. Sansweet joins the company after a seven year association with Philadelphia distributor, Raymond Rosen Co., Inc.



L. E. CLANCY

Recent regional appointments include the following, Jack Ricard becomes midwestern territorial representative; Jack Moore, representative in the north central region; and Frank Smith, Jr., to the post of southwestern representative.

Webster-Chicago Corp.



NORMAN C. OWEN

Norman C. Owen has been elected as president following the recent meeting of the corporation's shareholders. Owen was vice president in charge of sales. Other officers named were, E. J. Moritz, vice president in charge of manufacturing; G. W. Wallin, vice president in charge of engineering; and C. B. Dale, vice president in charge of research.

Pioneer Gen-E-Motor Corp.



JOSEPH A. McCABE

Joseph A. McCabe has been named as sales manager of the company's power tool division. McCabe was formerly employed as a regional manager with Portable Electric Tools, Inc.

CBS-Columbia

Harold J. Schulman has been named director of service, in which post he will have supervision of all CBS-Columbia service and field engineering activities. Dale Kelly, has been named district manager for California.

Perfection Stove Co.

Recent regional appointments include the following, Jack Higgins, Chicago; Kenneth Turner, Indianapolis, Ind., and J. F. Shad, Atlanta, Ga.

Coolerator Co.

Douglas W. Bergeson has been named as assistant director of sales and advertising. Bergeson was formerly manager of marketing and research for the company.

Never Before...A Table Radio Like This!

the magnificent

Magnavox high-fidelity "Duosonic"



Two Speakers... Compact Wood Cabinets
Styled on All 4 Sides... Smart, New Colors

- Super-Powered superselective chassis
- Powerful push-pull high-fidelity amplifier
- Three-gang condenser tuner for sensitivity—selectivity
- Wide-band, sharp-tuning switch
- Continuously variable treble control
- Extra-large "Ferrite core" antenna
- Plug-in phonograph jack for record players



Twin Front-Mounted
Extended-Range Speakers

Dual 6" speakers and 8 tubes in AM models—6" speaker plus 9" oval speaker and 10 tubes (including rectifier) in AM-FM models—each equipped with high-frequency sound diffusers. Speakers and amplifiers scientifically compensated to obtain smoothest response, maximum reproduction.

the magnificent

*Two Extended-Range Speakers...
All-Wood Acoustical Cabinets...
AM and FM. Priced as Low as*

\$67.50

■ **Here, bearing the oldest name in radio**, are new high-fidelity sets that put new meaning into the words "table radio with superb tone." They offer performance unmatched by ordinary table radios—and unmatched even by many consoles.

■ **Not plastic but wood cabinets**, beautifully styled in the Magnavox fine-furniture tradition and in new, smart colors, they deliver superbly balanced acoustical response and "presence."

■ **Magnavox Duosonic Table Radios** meet the growing demand for radios that receive and reproduce the full range of today's broadcast performances. Three basic models—AM, in cordovan, blond, or desert sand, low-priced to sell for **\$67.50**; AM in mahogany or white oak, **\$69.50**; AM-FM, in mahogany or blond, **\$99.50**.

Magnavox Franchise Available for This Special Radio Line

The Magnavox franchise, with all the advantages of better discounts and price protection of factory-to-dealer selling, has for years been known as the *profitable* franchise. And now it's more valuable than ever. For a franchise on this new table-radio line, write The Magnavox Company, Fort Wayne 4, Indiana.



Magnavox
high-fidelity **DUOSONIC** table radios

The Oldest Name in Radio... Pioneer in High Fidelity

COAST-TO-COAST THE STORY IS THE SAME... FOR A SOUND, LONG-TERM BUSINESS... MAGNAVOX IS THE PROFITABLE FRANCHISE

ELECTRICAL MERCHANDISING—JUNE, 1954

PAGE 183

Avco Manufacturing Corp.



WILLIAM A. MACDONOUGH



JACK KNIGHTON

William A. MacDonough has been appointed to the newly created post of general manager of distribution for Crosley and Bendix home appliances. MacDonough's responsibilities will encompass direction of appliance distribution including sales, merchandising and advertising of Crosley and Bendix products. John K. Knighton is the newly appointed general sales manager of appliances.

H. J. Mitchell has been named market development manager for the Crosley and Bendix home appliances divisions of the corporation.

Allen B. Du Mont Labs, Inc.

Joseph A. Hatchwell, formerly mid-Atlantic regional sales manager for the company's TV receiver division, has been named director of services.

Remington Corporation

Edward McIntosh has been appointed by the company as north-eastern regional sales manager with headquarters in New York City.

International Harvester Co.

D. C. Elliot has been named refrigeration sales representative for the company's central region, which includes portions of Illinois, Indiana, Michigan, Wisconsin and Missouri.

New Positions

Fada Radio and Electric Co., Inc.



RICHARD C. DEWITT

Westinghouse Electric Corp.



MICHAEL J. DUNN, JR.

Landers, Frary and Clark



STANLEY G. FISHER



LEE MOSS

Richard C. DeWitt has been named advertising manager. DeWitt was most recently associated with T. A. O'Loughlin Co., Inc., New Jersey distributors for Philco, in a similar position.

Speed Queen Corporation

J. B. Murray has been appointed as executive vice president of the corporation. Succeeding Murray as director of purchases is R. M. Cornwall.

Motorola, Inc.

J. B. Anger has been named as assistant sales manager for automobile and home radio. Succeeding Anger as national sales training manager is George Halsted.

Schaeffer, Inc.

G. Edward Palmer, formerly general sales manager of DuLane, Inc., has been named central regional manager for the Pak-A-Way freezer division of Schaeffer, with headquarters in Chicago. Also appointed is Robert M. Bourgette as western regional manager with offices in Seattle.

Michael J. Dunn, Jr., has been named as marketing assistant to the manager of Westinghouse portable appliances. Dunn comes to the post following service as sales manager of the General Electric Company's clock division.

E. W. Seay is the newly appointed manager of advertising and sales promotion for the corporation's air-conditioning division. Other recent appointees included Eugene R. Gump as sales training manager for portable appliances; William B. Anderson as assistant to the general manager for consumer products; and Robert M. Fichter as assistant to the general sales manager for consumer products.

Mullins Manufacturing Corp.

George E. Whitlock, president of Mullins has been named vice chairman of the board of directors, and is succeeded as president by Harry M. Heckathorn. Also named were Harold O. Smith, vice president in charge of operations; Harry Krohne, vice president, controller and secretary; and Frank W. Knecht, Jr., vice president of administrative planning and assistant secretary.

Stanley G. Fisher has been named vice president in charge of the company's electric housewares division. Named to a like position in charge of vacuum cleaner sales is Lee Moss. Both appointments reflect the company's announced intention to return to their former policy of having vice presidents in charge of the operations of the major sales divisions.

Amana Refrigeration, Inc.

Robert C. Kenyon has been named regional sales manager of the mid-western region which includes Colorado, Iowa and Nebraska. Alfred E. Burchard will cover the firm's new north central region including Minnesota, the Dakotas and sections of Canada.

Republic Steel Kitchens

Robert A. Green will represent the company in the Pacific Northwest territory. Headquarters will be in Portland, Ore.

Rotobroil Corp. of America

Irving B. Shurack has been appointed to the newly created position of general manager of the corporation's western division. Headquarters will be located in Los Angeles.

REMINDER TO THE READER

If this issue of ELECTRICAL MERCHANDISING has come to your home or to your place of business, you are reading it only because you, or someone in your behalf whose name is on our circulation records, has paid a subscription-price for ELECTRICAL MERCHANDISING's service to you as a reader.

The payment underwrote a judgment that ELECTRICAL MERCHANDISING would help you in your business.

It placed ELECTRICAL MERCHANDISING under a contract to do that. Renewal of such a contract, on the original terms at the end of the subscription period, is wholly a reader-decision that ELECTRICAL MERCHANDISING has not failed.

The publisher of ELECTRICAL MERCHANDISING believes that the controlling interest of the reader, demands and deserves that he hold this kind of a contract, which can be provided only under the principle of voluntarily renewable paid-subscription service.

H. W. MATEER, Publisher

REWARD

For live **WESTINGHOUSE RADIO dealers:**
6 EXCITING, EXPENSES-PAID VACATION DAYS IN FABULOUS,
FLAMBOYANT LAS VEGAS — THE PLAYGROUND OF AMERICA!

TO HELP YOU WIN, **Westinghouse** stakes you with the
TOP THREE CONSUMER PROMOTIONS IN RADIO



Vacation Special

\$9.60 saved on personal portable 461P4 complete
with batteries and carrying case at \$29.95.



Picnic Special

Famous "Smokey" outdoor barbecue
grill plus carrying case and bat-
teries for 409P4, \$34.95. Save \$9.85!



Sleepy Time Special

\$9.95 saving. Feature 397T5 clock radio
with free DuPont Dacron pillow* at \$39.95.

Join dealers all over America who are already breaking the
bank with extra radio sales.

Fly high to Las Vegas! You can qualify. Lasso your Westing-
house distributor today and deal yourself in to a full house
of radio profits.

*® DuPont polyester fiber

WESTINGHOUSE ELECTRIC CORPORATION
Television-Radio Division • Metuchen, New Jersey

Westinghouse Radio
is Pre-Sold!

YOU CAN BE SURE...IF IT'S
Westinghouse

DISTRIBUTOR NEWS



Interested visitors throng around one of 32 individual booths staffed by dealers of a Buffalo appliance distributor, who found a . . .

Big Exhibit Pays Off

Cladco Distributors, Inc., using 25 percent of the space at the 1954 Buffalo Home and Flower Show, estimate that 100,000 people visited their exhibits

"The most successful show of its kind I've ever seen!" This was the way Carl Luhman, president of Cladco Distributors, Inc., Buffalo appliance distributors summed up the recent eight day Home and Flower Show held in Buffalo's Master Armory.

Cladco exhibits comprised 32 of the available 200 booths in the show and were staffed by 120 western New York dealers working in shifts. The display booths, beginning directly in front and to the right of the main entrance, and having 300 foot of frontage on the main aisles contained a representative display of the six major appliance lines handled by the firm. Included were Whirlpool, Servel, Hallicrafters, Lectro-Host, Murray, and Manitowoc products with a total value of more than \$40,000. In addition prizes totalling \$3,500, and the initial public announcement of the Cladco Emblem of Excellence were introduced to highlight the distributor's display.

Luhman explained, "the introduction of the Cladco Emblem of Excellence was brought about by the firm's desire to assure the customer that the major appliance of his choice was guaranteed to give satisfaction, and that the distributor and dealer stood ready to back this up." Emblems will be affixed to all of the major appliances distributed by the firm in the area which meet the standards of quality considered essential by Cladco.

To establish eligibility for one of the prizes visitors to the show filled out registration cards giving their name, address, the prize that they wished to win, and most important, the reason they wished to win this particular appliance. Cladco later used registration cards as a ready made prospect list.

Reinhard Brothers Co.

H. D. Wagner has been named as sales manager of the firm's major appliance division. Divisional offices of the Reinhard firm are located in Fargo, North Dakota, and Sioux Falls, South Dakota, and branch offices are situated throughout Minnesota and the Dakotas.

W. D. Alexander Co.

Atlanta, Ga., distributor, W. D. Alexander has announced the completion of their new warehousing facilities. The company which is Georgia distributor for the General Electric Company, has invested nearly half a million dollars in the new building which has a total of 82,000 square feet on a seven acre site. The installation is served by a siding of the Seaboard Railroad, and contains offices, an auditorium for dealer training meetings, a parts department, and a completely equipped repair department.

F. B. Connelly Co. of Oregon

Eldon N. Dean has rejoined the company as vice president and general manager. Dean was most recently associated with the Dean Distributing Company of Oklahoma City, Okla., which business he sold so that he and his family might return to Portland, Ore.

Gross Distributors, Inc.

David Stern has been appointed sales manager of Gross Distributors, Inc., wholesalers in the New York metropolitan area. Stern had most recently been field sales manager for the company.

Fridley Brothers, Inc.

All operations of Fridley Brothers, Inc., St. Louis distributors have been consolidated under one roof with the move to the company's new building. The new building contains more than 25,000 square feet of floor space and ample display space for the company's lines which include Thor, Stewart-Warner, Coolerator and Webcor.

Judson C. Burns

Philadelphia distributor Judson C. Burns has announced a distribution policy to be followed for Victor Appliances patterned after the automobile and high end furniture industry.

Burns will franchise only 18 appliance dealers in the area, and will pursue rigid dealer protection because of the increasing number of cut price ads appearing in local papers. One feature of the campaign will be a full page Victor air conditioning ad warning consumers not to be misled by bait and fraudulent advertising.

Emerson-New Jersey, Inc.

Murray Golden, has been elected president of the company by the board of directors. The company is the distributor for Emerson Radio and Phonograph Corporation in northern New Jersey.

Raytheon Distributor, Inc.

Maurice L. Carter has been appointed city sales manager for Raytheon Distributor, Inc., Chicago. Carter is a former regional sales manager for Motorola in the Chicago area.

Selling the Wives



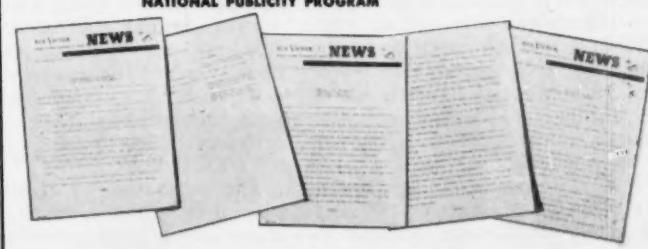
INTRODUCTION of new Zenith "Treasure Ho" promotion was the occasion. Shown above is Ed Dymek, manager of the Zenith division of Los Angeles distributor, Sues, Young and Brown, Inc., as he explains at kickoff dinner for Zenith salesmen and their wives the prizes to be won.

IN-STORE MERCHANDISING**SPACE-SAVER DISPLAYS****FULL-LINE ACCESSORIES****BIG NATIONAL ADVERTISING SCHEDULE**

GENERAL CONSUMER MAGAZINES

**IMPORTANT CO-OP PROGRAM****PUBLICITY PHOTOS AND STORIES**

NATIONAL PUBLICITY PROGRAM



Three-color, plastic display piece now available



GET THE FULL STORY about this *big support*—
and how it pre-sells—from your **RCA DISTRIBUTOR**.

Hear the **RCA PUSH-BUTTON Tape Recorder** in action.
See how it makes this *big support* pay off!

**RADIO CORPORATION of AMERICA**



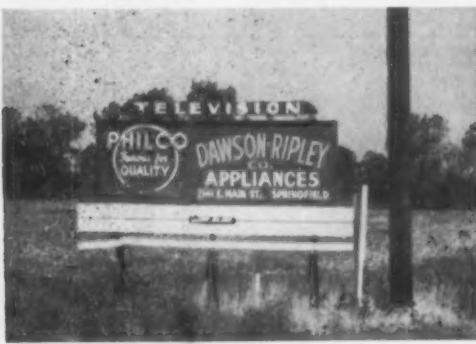
1 Maintenance is most important factor. A shaded and obscured sign such as this is utterly valueless.



2 Variations in shape or size can be used to attract attention and personality element is effective.



3 Location of the dealer's place of business is effectively dramatized in makeup of this sign.



4 Different shapes and forms in construction, plus light strips, give this sign necessary eye appeal.



5 Trees serve as a backdrop to break the brightness of the sky and make most signs more readable.



6 Actual appliance illustrations are usually good and help to add to sign's overall effectiveness.

SIGN LANGUAGE

Observe basic rules on your outdoor signs for effective advertising



7 Effective use of 'on location' sign mounted on top of dealer's building has eye appeal, is easily seen.

BASIC principles of sign usage are fairly well known to most appliance dealers. Outdoor advertising has become so important in our merchandising that acquiring this knowledge is a definite "must."

However, the established requirements, such as locations on good highways and streets within our area, selection of colors which can be read easily and at a distance, spotting them where they can be easily seen and the use of eye catching words, are not enough to assure maximum return from the dollar investment in these signs.

Take, for example, the sign shown in Figure One. It illustrates the great importance of constant attention to maintenance even though it is an extreme example. A sign such as this, of course, is utterly valueless. One in still readable condition but shabby

and unkempt, is even worse, for it advertises ones store as in all likelihood as bad as the sign itself.

The wise appliance dealer makes a monthly check up on every one of his signs for this reason through either his own personnel or with the aid of an outsider. Even if he has a sign maintenance contract with some firm in that business, a regular personal check up is in order. The sign company has many such contracts and may never give our particular signs the attention or care we want unless we insist on top grade service.

The importance of ceaseless and painstaking attention to this branch of our advertising is particularly great if we realize that the condition of any one of our signs can drive business away from the store. Bright, attractive signs sell; ones obviously unattended

for a long period of time discourage purchases from the store.

It costs very little to touch up signs. In fact, if it is done often enough, an ordinary maintenance man can do the job. This applies not only to painting but to maintenance of the wood and metals and sign mounting as well, and particularly to keeping grass, weeds and shrubs from obstructing even the smallest part of our sales message on each sign.

Another condition to guard against, particularly on small signs, is their danger of becoming buried in a cluster of other signs, such as we see so often both in the cities and along highways. If the dealers sign up front remains in this spot he has the main attention getting position. The sign up front is easily read and at some distance but if his sign is in the third or fourth

spot its effective value falls almost to zero. The motorist driving by at from 50 to 80 miles an hour can receive an impression only from the first such sign; he or she will seldom even attempt to note the others in the cluster.

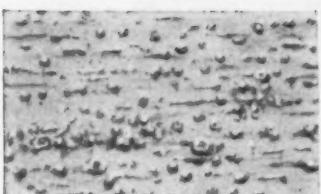
Such conditions frequently arise without the dealers knowledge. When the initial placing of the sign was made it may have been all done. But, as months go by, other signs are planted around the location and before we realize what has happened, ours was completely "boxed in."

The monthly inspection trip on such signs will discover this as soon as it happens. Then the best move is to change the location of such a sign immediately, unless it is still the first one of the group within the cluster.

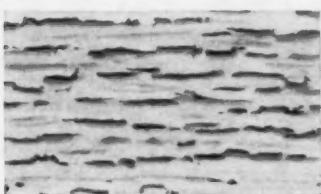
Another often overlooked factor of

(Continued on page 190)

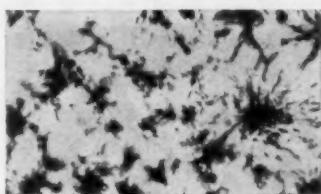
To better protect your customers from this . . .



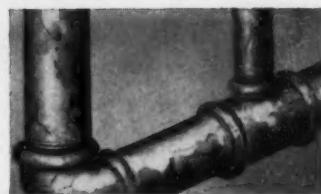
Blistering



Peeling



Mildew



Rust

Sell a Honeywell Automatic Control with your Dehumidifiers!

*The Honeywell Dehumidifier Control
is a boon to sales . . .*

- *It saves your customer time and trouble* because it gives completely automatic dehumidifier control. He plugs it in, sets it, and forgets it—he doesn't have to *remember* to turn it off and on when the humidity is too high or too low. The Honeywell Dehumidifier Control turns the dehumidifier on . . . and turns it off . . . *automatically*. It maintains the proper humidity level *continuously*, whether the house is occupied or not.
- *It saves your customer money* because it uses less current, and prolongs the life of the dehumidifier.
- *It assures your customer absolute protection*—it does away with guesswork. The Humidistat holds the humidity level in a narrow range . . . there are no wide swings so common with manual operation when the dehumidifier is off or on too long.
- *It can be easily installed*—the homeowner can install it himself, quickly and easily. The wiring is simple. You can even go back over your sales list and sell this control to customers who already have dehumidifiers.
- *And it's an extra profit item for you!*

Few homeowners realize the tremendous value of an automatic control for dehumidifiers. Frequently the humidity has already started its damage before people feel its effects . . . and *then* turn their dehumidifiers on.

With a Honeywell Humidistat, dehumidifiers swing into action *any time of the year* it's necessary to combat the humidity. They don't run continuously and waste money. We have free literature we'd be glad to send you on the Honeywell Humidistat—just address Honeywell, Dept. EM-6-117, Minneapolis 8, Minnesota.



Retail Price—\$19.95

MINNEAPOLIS
Honeywell



First in Controls

112 OFFICES ACROSS THE NATION



MAKE THESE EXTRA PROFITS!

Through extra sales with **PLUG-IN THERMOSTAT** for Room Air-Conditioners

PLUG-IN THERMOSTAT for Room Air-Conditioners and Window Fans

FREE Display Sells for You!

Your initial order of ten controls brings this dramatic display without charge... acts as your silent salesman... brings extra profits to you.

SEE YOUR WHOLESALER or write us direct for name of your nearest wholesaler with stock on hand.

WHITE-RODGERS Controls FOR REFRIGERATION HEATING AND AIR CONDITIONING
1209 Cass Ave. St. Louis 6, Mo.

Keep Your Eye Peeled



for a New Mixer by Dormeyer...

You'll see features never before offered in any mixer!

it's another First in mixer history for Dormeyer!

See page 93 of this issue!

M. B. SKINNER CO.
SOUTH BEND, 21, IND., U.S.A.

Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS, REFRIGERATORS, AND OTHERS

Model ST—
for pipe connections.

Model CT—
with flared joint for copper tubing.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

Sign Language

CONTINUED FROM PAGE 188

great importance is in the size and shape of the sign itself. The next time you drive along the highway, observe the monotony of the conventional 24-sheet size boards you see and note how little they impress you. You will also find that any sign which varies in size or shape from this familiar pattern attracts your attention, simply because it is unusual.

Figure Two shows such a sign. It is effective because it varies from standard size and because it breaks away entirely from the conventional square shape. Note also that a little extra was spent to mount it better than average, thus providing protection from bushes and weeds which might grow at its base. Incidentally, the injection of the personality element, does much to make the dealership a friendly set-up even for the person who has never visited the store.

Long and narrow signs also break away from the conventional shape. Figure Three shows the use of long and narrow sign on a city street location which is most unusual in presentation since it is used to make the passerby quickly and completely aware that the appliance dealership in question is just "30 feet ahead."

Figure Four shows a sign which has several good features designed to provide eye catching appeal. The use of different shapes and forms in its construction, the light strips at its base to set it off from the dark ground areas, and the extra streamer line mounted atop the sign, all give it eye appeal that makes it difficult for the passerby to avoid giving the sign a "good look."

Many otherwise effective signs reach only a minute portion of their available audience simply because they set against the sky and blend right into it. In spotting our signs, it is well to keep in mind that the motorist instinctively looks away from the bright sky while he is driving. Signs which blend into that sky are lost all together as far as he is concerned. Figure Five shows how a sign can be placed to avoid all such troubles. The trees serve to break the brightness of the sky when the sun is behind that particular sign. Note that it has been placed far enough away from these trees so that it will not blend into them and therefore lose its effectiveness.

It pays, also, to spot smaller signs as close to roadside fences as we can get them so that they will appear larger and be easier to read. This also lessens the chance of smaller signs being erected in front of them.

It often pays to use added appendages to ones signs in order to put over specific points which may be lost if inserted in the general sign layout. It also pays to use effective actual appliance illustration wherever possible, such as was done in the sign shown in Figure Six.

Figure Seven shows effective use of an on-location sign to equal effect and in another way, by mounting it directly atop the dealers building and so spotted that it can be seen for two or more blocks of the drivers approach to the stores location.

Another factor of great importance is readability of signs under the present high speed conditions. The majority of existing signs along our highways today were erected before the advent of super highways and fast traveling. Many now being erected still ignore these conditions. Few indeed are the travelers who pass signs at speeds of less than 50 miles an hour. At these speeds, our signs must do an extremely quick selling job.

Check your signs then to be sure of a clear view and maximum readability for the brief time that the motorist will have them in sight. Remember he has to absorb the complete message in a sign in the few seconds he can take his eyes off the road during the period the sign is in his range of vision. Remember, too, there is an advantage in facing our signs as much toward the approaching traffic as possible (where a long clear view is available) to give motorists a few additional seconds in which to read what we have to say.

Here are some facts well worth keeping in mind:

1. Pick a good location where the sign will be seen by the greatest number of potential customers.
2. Check the background and be sure approaching cars have a clear view of it. Clean away weeds and brush that hide it.
3. Unusual shapes and sizes are better than the conventional ones.
4. Select bright, weather proof colors and touch the sign up occasionally to keep them bright.
5. Keep your message brief. Use short words, large type. Change the wording or color scheme occasionally.

Remember, the purposes of these sign boards are to familiarize people with our store and our appliances and inviting them to visit that store. If they are properly located and well planned they are worth many times their cost.

End

THE CUSTOMER IS ALWAYS RIPE

Here's an effective business-getter used by S. T. Draughon at Madison Piano Co., in Huntsville, Ala.

When a customer makes a payment on his account and the cashier notices his account is almost paid up, or that he is in financial shape to add to the account, she presses a button with her foot.

At the front of the store, a dull gong quietly sounds and the salesmen, recognizing the signal, are instantly alerted.

You can bet the customer gets special attention before he gets out of the store.

DuMont Television

**BUILDS SALES
WITH A GREAT
NEW LINE!**

**BUILDS PROFITS
WITH BETTER
MARK UPS!**



See and hear the big news about Du Mont Television at the Furniture Market, June 21st to July 1st!

If you cannot attend, be sure to see your Du Mont Distributor to learn the details about this big new profit line.

The new Du Mont line and the new Du Mont sales policy offer you leadership in a changing market. They will help you build more sales and . . . *still more important . . .* you will earn more on every sale!

Find out all that Du Mont is doing for you! Come to Chicago . . . or see your Du Mont Distributor soon!

DU MONT®
QUALITY

THERE IS ONLY ONE DU MONT

First with the Finest
in Television

NOW THE DU MONT FRANCHISE IS MORE VALUABLE THAN EVER!

Write, wire or phone your Du Mont Distributor for full details, or write to: Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey.
Canadian Affiliate: Canadian Aviation Electronics Ltd., Du Mont Television Division, Montreal, Canada.

FRANK MILLER SELLS REFRIGERATORS



CALLED TO SERVICE a refrigerator, Frank Miller tells a prospect she would be money ahead to replace it with a new refrigerator, attempts to make a sale following training by Richard Banks, the white goods manager at Carlson's, Santa Monica, California.



DETAILS of final sale are handled in the store by manager Banks, but Miller gets five percent of total eight percent commission. Remaining three percent goes to store for handling order, credit and other bookkeeping details.



STILL A SERVICEMAN, Miller calls back on customer to make sure that her refrigerator is operating properly and to show her how to get most out of it. Store finds customers have more confidence in servicemen than in salesmen.

These Two Servicemen Can Sell

HAL RIDER SELLS DRYERS

TWO servicemen at Carlson's, 1342 Fifth St., Santa Monica, Calif., are proving that the age of washers and dryers gives servicemen a better chance to sell than ever before.

Says Russell N. Carlson, owner of the firm, "When many housewives are switching over from manual to automatic washers, the serviceman who repairs washers is in an ideal spot to knock off extra sales of automatic washers. Add to this the vogue for dryers and you have a prime condition for extra sales by the serviceman."

As the pictures show, selling need not be confined to washers and dryers. Under the tutelage of Richard Banks, Carlson's manager of white goods, servicemen Hal Rider is selling a dryer a month, the same as the general average of the firm's salesmen, and two or three washers. Serviceman Frank Miller, once owner of his own sales and service business, moves three refrigerators a month. Both men get five percent commissions on sales they make without help, four percent on those which require the assistance of a salesman. Regular salesman's commission is eight percent. End



WHILE SERVICING washer, serviceman Rider tells customer about the advantages of dryer. He has already discovered she has room for a dryer, stresses fact that he will install it.



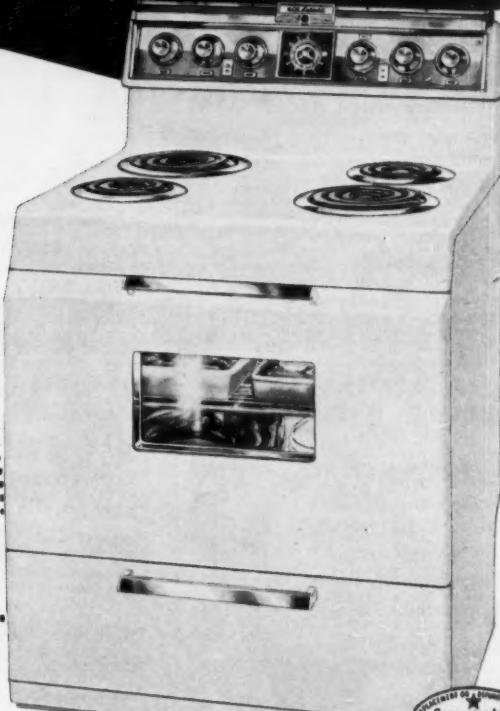
INSTALLATION and post-sale demonstration are made in one call by Rider. His customer has confidence because she knows that Rider will perform all necessary service on dryer.

Smash Hits In Gas! In Electric!



CP Gas Model 5567. Automatic range built to CP standards. \$239.95

30-Inch Space King



Electric Model 5516. Features 3-way oven, automatic control . . . \$249.95



RCA Estate Ranges

The first complete line of 30-inch ranges—gas or electric—sells big on price, features and style appeal!

The most exciting news in years recently hit the range business. It was RCA Estate's introduction of two custom models to round out the first complete line of 30-inch ranges. In both gas and electric, RCA Estate Space Kings have taken hold fast—with consumers and dealers alike. They give you top quality in the right price brackets. They're backed by nation-wide magazine, TV and radio promotion. Capitalize on this great and profitable line. Contact the RCA Estate distributor in your area now for complete information. See *RCA Estate Ranges at Space 523, American Furniture Mart, Chicago, June 21-July 1.*



RCA Estate

GAS OR ELECTRIC RANGES

RCA ESTATE APPLIANCE CORPORATION • HAMILTON, OHIO

A Radio Corporation of America Subsidiary



Gas Model 5561. Price leader of the 30-inch line. "Super Size" Oven, Fingerlift broiler, Dispos-a-Bowls. \$144.95



Gas Model 5565. Deluxe 30-inch range. Electric clock, timer, appliance outlet, oven light and window. \$189.95



Electric Model 5510. Low-priced promotional electric model. "Super Size" Oven, giant storage drawer. \$169.95



Electric Model 5512. Fluorescent top lamp, automatic control, minute alarm, Dispos-a-Bowls. \$219.95

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This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE
BUSINESS

RATES: UNDISPLAYED

\$1.80 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.

DISPLAYED INDIVIDUAL SPACES WITH border rules for prominent display of advertisements. The advertising rate is \$13.50 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.

AN ADVERTISING INCH is measured $\frac{1}{8}$ " vertically in the column width of inches to a page. NEW ADVERTISING INCHES: Address to N. Y. Office, 330 W. 42nd St., N. Y. 36, N. Y., for July Issue closing June 14th.

WANTED TO BUY

A Successful Business

Making a distinctive product or line sold to manufacturers as components of durable consumer products. Annual sales, actual or potential, \$1-\$4 million. Continuance of experienced staff essential. Our client is a nationally known Eastern manufacturer whose years of experience in this field would be beneficial to a new product or line. We are management engineers compensated by our client. Brokers protected. Replies held in confidence. Please write, or telephone LExington 2-3618, referring to advertisement No. 80.

WELLING & WOODARD, INC.

52 VANDERBILT AVE., NEW YORK 17, N. Y.

CONSULTANTS IN PLANNED DIVERSIFICATION

WANTED

NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market.

Basis outright sale or royalty.

BO-1859 ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36, N. Y.

Attention Dealers

REPAIR SERVICE FOR ELECTRIC RANGE OVEN CONTROLS

Hart • Robertshaw
Wilcolator

Send old controls to us
for prompt repair or estimate

F. N. CUTHBERT, INC.
2909 Detroit Ave. Toledo 10, Ohio

FOR SALE USED REFRIGERATORS

Electric or gas ranges, truck or trailer loads.

Get on our mailing list.
NEW OR USED CLOSEOUTS WANTED
AJAX FURNITURE OUTLET, Inc.
1000 Rockaway Ave. Brooklyn 12, N. Y.



#30 ELECTROLUX REBUILT SWITCHES

Sold outright or exchanged
Write for particulars

Rebuilt by
CENTRAL VAC. CL. CO.
4509-104 St. Corona, L.I., N.Y.

BUSINESS PERSONNEL SELLING
EQUIPMENT FINANCIAL

OPPORTUNITIES

May Be Sought From, or Offered To, the Readers
of This Publication Through Its Classified Section
The Searchlight Section

MERCHANDISING

SUPPLEMENT

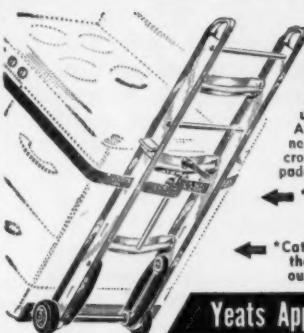
Products, Services—For More Sales, For More Profits

UNDISPLAYED RATE:

\$2.25 per line per insertion. Minimum 3 lines.
(First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE:

\$21.50 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically $\frac{1}{8}$ " on one column. There are 4 columns—48 inches to a page.)



CUT delivery time, SAVE
unnecessary damage and work
with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

→ 14" Web strap fastens appliances tight with the patented (30 second action) trap ratchet—a Yeats exclusive.

→ Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



The safe, easy and quick way to handle appliances. Patented Step-On Lift—Retractable wheels. Cap. 1,000 lbs. Ship.wt. 45 lbs. REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end. Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

Modern Appliance Displays Need LIGHTED MOTION!

The Action
Display-Way
To Boost
Your Sales!

KASSON
Roto-Sho
ELECTRIC TURNTABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 16" diameter, A.C. only. Study steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures:



Carries up
200 lbs.
Light turn
table. We also
make 12", 16",
fractional, midget
motors, and electric
motors, and Christ-
mas trees. Turn tables
24 hour delivery
from stock.

Integrity
Since
1919

ROHN TV Service Table



Eliminates moving or lifting
the set from the time it enters your shop till the
time it leaves!

Table places set at proper
height for servicing. Large
3" casters means steady,
unruffled ride!

Excellent for use in hospitals,
institutions, service organizations, etc. Dozens
of uses—sell them in your
community!

Call on Your Authorized Rohn
Representative Or Write Direct

ROHN MANUFACTURING CO.
116 LIMESTONE, BELLEVUE, PEORIA, ILL.

Many Dependable Buys
are to be found
in the
Where To Buy Section
of
Electrical Merchandising

HAND TRUCKS



For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.

426 North Main Street Findlay, Ohio

This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of appliances, radios, televisions and in other merchandising opportunities.

Electrical Merchandising

Sowing the Whirlwind

YOU'RE crazy if you don't set up a discount operation. It's a national trend. Anyone who is going to stay in the appliance business must learn to operate on shorter margins and make it up in volume. After all, it's dollars we're working with."

It seems a little incredible that the dealer who received this advice—and took it—got it from one of his own distributors. Yet it is typical of the cynical attitude prevalent throughout much of the appliance-radio-TV industry today. The dollars are doing the talking. And hundreds of legitimate dealers all over the country, faced with naked price competition as the only criterion of selling, are asking themselves the same crucial question, "Shall I go discount?". To those dealers who have yet to take the plunge, we strongly urge a careful reading of the lead article in this issue, "I Failed as a Discount."

DEALER Carl Hagstrom of San Francisco, with over 30 years experience in the appliance business, found his gross volume slipping and his net down from the previous year. He was surrounded by all the usual varieties of discounters-buying clubs, industrial and business purchasing departments, Army and Air Force posts, labor unions, contractor-builders, "straight" discount houses and, of course, the majority of the distributors who practiced what was once quaintly known as "backdoor selling". To add insult to injury, his own store became a favorite "looking place" for customers wanting to compare models and prices before buying from a discounter. It was only natural for Mr. Hagstrom to blame his declining fortunes on the horde of price manipulators in his bailiwick. And it was only natural for Mr. Hagstrom to believe that he could beat the discounters at their own game. Many a dealer has had the same idea. But Mr. Hagstrom tried it.

"For nine months in 1953 I turned my store into an operation designed to meet or beat the price of any discount house in the area," he reports. "For nine months I tried using all the tricks of buying, selling and promotion that I had seen the discount houses use to take business away from me—and I kept as an extra punch the services and facilities which had made my store the

largest exclusive appliance-TV outlet in the city.

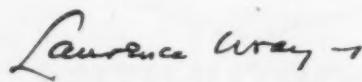
"As a discounter my volume went up, my turnover improved—but by the end of six months my gross margin had dropped 34 percent, my net profit had gone to 50 percent of the 1952 level. Before nine months as a discounter were through I was operating in the red.

"At the end of those nine months in which I lost face, lost reputation, and lost money, I went back to operating a legitimate appliance-TV dealership which once again is making money and maintaining a strong group of customers. I found through this experience that we as dealers cannot operate a 'house divided', part legitimate, part discount. I learned that 'going discount', no matter how great the temptation, is a futile move."

BEFORE throwing in the towel as a half-legitimate-half discount operation, Mr. Hagstrom considered the possibility of becoming a full-fledged discount house. He felt he could make a profit "as long as manufacturers and distributors didn't tighten their policies." Note that well. But all-out discounting, he decided, meant discontinuing all forms of advertising, all dues in associations, all contributions to community welfare, all kitchen design service, closing out all appliance and TV service, dropping the parts department, dropping store displays and demonstrations and switching to straight warehouse arrangement, eliminating the used appliance department, adding jewelry, luggage, etc. and reducing his staff from 20 to 4 people. Quite a list. More important, Mr. Hagstrom says, he would have had to change himself; throw away 31 years of specialty selling experience which discounters have little use for.

Mr. Hagstrom's story, it seems to us, is fraught with many profound implications for manufacturers, distributors and dealers alike. It should be required reading for executives at the top level of this industry. For the retail specialty dealer, despite many of his faults and shortcomings, has always been and again will be the backbone of this business. By-passing him in favor of the fast-buck opportunities is truly sowing the whirlwind.

"And as ye sow, so shall ye reap . . ."



EDITOR

How to dish up more bread and butter

1. LOW COST!

Customers like the smaller price tag on washers equipped with Lovell wringers. And the fact that they also save on soap, hot water, electricity and repairs.

2. FAST!

No long washing, rinsing cycle to wait for. Quick push or pull swings the Lovell Instinctive wringer to the next operating position. No groping for a lock lever.

3. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or break buttons.

7. BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" DESIGN gives added protection. POWER ELECTRIC ROLLS, 3 rubber layers give right cleansing pressure. HARDWOOD BEARINGS never need oiling, won't stain wash. SINGLE LEAF SPRING gives balanced pressure. ALL-STEEL H-TYPE FRAME prevents twisting or breaking.

4. DOES HEAVY LIFTING!

Conveyor action of a Lovell wringer does 90% of the heavy lifting. No more worries about washday backaches.

5. SAFE!

Lovell Instinctive wringers give AUTOMATIC SAFETY! A gentle pull on clothes or a push on the frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77".

6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

WRINGER-WASHERS are your bread and butter—over 1,500,000 women bought wringer-washers last year. That's about half of all types of washers sold by you and other dealers.

To dish up an even bigger share of the bread and butter for yourself, display and demonstrate wringer-washers with Lovell wringers. Women know the name Lovell, know it stands for the best. Then clinch the sale by using these seven Lovell sales points.

Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks.

Lovell Mfg. Company, Erie, Pa. Also makers of the Lovell gas and electric drying systems.

LOVELL EQUIPPED

AND BUTTER

ARE THE

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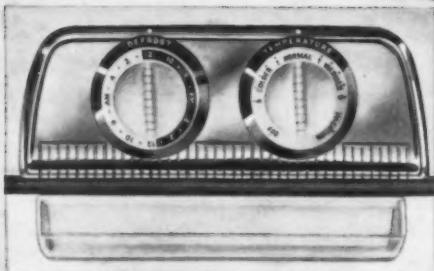
LOVELL

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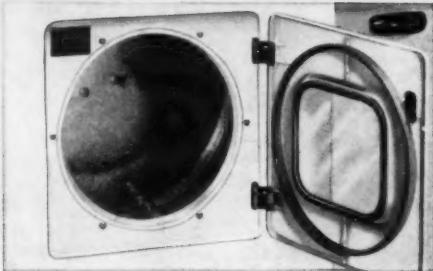
**The kind of stuff
More Sales are made of...**



REFRIGERATORS with Automatic Defrosting in all five 1954 models
AT NO EXTRA COST!



ROOM AIR CONDITIONERS with a name you don't have to explain!



DRYERS that are triple-safe—
SAFE TEMPERATURE . . .
SAFE CYLINDER . . . SAFETY DOOR!



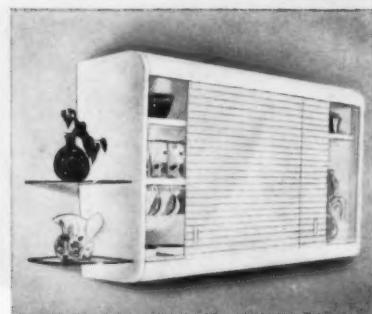
FREEZERS that give MORE storage space in LEAST wall space . . . over \$100 less than previous comparable models!



AUTOMATIC WASHERS with an exclusive washing principle that gets clothes really clean . . . yet is safe for finest underthings!



RANGES with a "BONUS BROILER" for double-oven convenience at single-oven prices!



The only different **KITCHEN CABINET** line on the market . . . contour front styling . . . sliding glass doors!

Regardless of who the customer may be . . . in any income bracket . . . from any walk of life, you have in Kelvinator appliances exclusive features that are *important to that customer*—at the price she can pay.

For Kelvinator is the appliance line with models priced for the *mass market* that offer features generally aimed at the *class market*.

Take for example Automatic Defrosting—the refrigerator feature that surveys prove women want most. Kelvinator

provides it *at no extra cost* in all five 1954 models—ranging from budget specials to the incomparable, top-of-the-line Kelvinator MTD 120!

The same class appeal with *mass appeal* holds true for all products in the Kelvinator line. So Kelvinator dealers the nation over are ringing up sales in every type of neighborhood . . . in every size city; they've got "the kind of stuff more sales are made of!"

Kelvinator

Division of American Motors Corporation, Detroit 32, Michigan

ELECTRIC REFRIGERATORS • RANGES • HOME FREEZERS • WATER HEATERS • KITCHEN CABINETS AND SINKS • WASHERS • DRYERS
IRONERS • GARBAGE DISPOSERS • WATER COOLERS • ROOM AIR CONDITIONERS • DEHUMIDIFIERS • COMMERCIAL REFRIGERATION

**THE MOST VALUABLE FRANCHISE
IN THE APPLIANCE INDUSTRY**